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OMIX-ADA/RUGGED RIDGE TO FEATURE CUSTOM-BUILT JEEP JK IN SUPPORT OF SEMA CARES IN GRAND LOBBY AT 2016 SEMA SHOW

World's Largest Independent Jeep® Parts Manufacturer Raises Awareness for SEMA Cares with 3rd Consecutive Jeep Build to Benefit Victory Junction

Suwanee, Ga. (October XX, 2016) - [Omix-ADA](#), a leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories, today announced it will showcase a custom built Jeep Wrangler JK Unlimited in support of [SEMA Cares](#) in the Grand Lobby at the 2016 SEMA Show in Las Vegas, November 1-4.



This custom Jeep signifies the fourth time that Omix-ADA has partnered with SEMA Cares and the third time that a one-off custom Jeep will be offered at auction in 2017. All proceeds going to benefit [Victory Junction](#), a camp dedicated to enriching the lives of children affected by serious illness or chronic medical conditions.

This year's Jeep build will be prepared by the automotive experts at Petty's Garage in Level Cross, N.C. Originated by stock car racing legend, Richard Petty, Petty's Garage is no stranger to building vehicles that make automotive dreams come true. Petty's involvement in this Jeep build is monumental because the proceeds will benefit the Victory Junction Camp, a facility that was inspired by, and operates

as, a living tribute to Petty's grandson, Adam, who was lost in a racing accident in 2000. As a teenager, Adam Petty dreamed of developing such a camp in the beautiful hills of his home state of North Carolina to fulfill his passion for helping children, leaving behind a legacy of love that his family carries on in his memory today.

This year's custom Petty Garage-built Jeep Wrangler JKU will serve as a conversation piece in the Off Road Success Center at SEMA 2016 and raise vital awareness for [SEMA Cares](#) charitable efforts within the automotive aftermarket. Starting life as a stock 2016 Hydro Blue JK Rubicon, adding a full array of Rugged Ridge parts and accessories, many of which are never-before-seen in the market, will transform this 2016 JKU into the ultimate off-road masterpiece.

The SEMA Cares Committee was established in 2007 by SEMA's Board of Directors with an aim to bring the voice and resources of the SEMA community together to make a positive difference in the lives of others, through outreach programs and various fundraising efforts.

Celebrating its fifth year at SEMA, the Off Road Success Center provides a forum for business owners and decision makers within the Jeep and off-road market to freely exchange ideas, learn new concepts for success and network with other industry professionals. Omix-ADA invites everyone to come out to the Off Road Success Center to see a sampling of rare and collectible Jeep vehicles in person, support SEMA Cares in its outreach programs and learn how to thrive in the growing Jeep and off-road marketplace.

For more information on *SEMA Cares* and its work with local communities, please visit SEMA.org/sema-cares. For more information on Omix-ADA, Rugged Ridge or the Off Road Success Center featured at the 2016 SEMA Show, please visit www.omix-ada.com or contact Omix-ADA directly at 770-614-6101.

ABOUT OMIX-ADA, INC.

Omix-ADA®, Inc. is the world's largest independent manufacturer and wholesaler of Jeep®, truck and off-road parts, accessories and floor liners. For two decades, Omix-ADA has designed, tested and manufactured more than 20,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge® and Alloy USA®, are distributed throughout the USA and in more than 90 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit <http://www.omix-ada.com>.

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