

FOR IMMEDIATE RELEASE

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**RUGGED RIDGE EXPANDS LINE OF ALL TERRAIN FLOOR LINERS
WITH NEW COLORS AND APPLICATIONS**

*Patented Floor Liners Now Available in Black, Gray and Tan
For More Than 75 Different Jeep, Trucks and SUVs*

Suwanee, Ga. (September 11, 2012) – Omix-ADA®, a leading manufacturer of high-quality Jeep®, truck and off-road parts and accessories announced today the availability of an expanded line of Rugged Ridge® All Terrain Floor Liners for [Jeep](#), [trucks](#) and [SUVs](#) with all-new colors and applications. Available in black, gray and tan, Rugged Ridge Floor Liners complement the interior of more than 75 different vehicles from Jeep®, Chevrolet, GMC, Cadillac, Dodge, Ram, Ford, Lincoln, Nissan and Toyota.



Rugged Ridge has taken a completely new approach to floor protection. Unlike most floor liners, which are constructed from an extruded sheet of plastic, Rugged Ridge’s All Terrain Floor Liners are injection molded for superior performance and durability. The injection molding process, though more expensive to develop, enables Rugged Ridge to create a floor liner with a precise fit and a deeply formed perimeter wall for maximum coverage.

Each Floor Liner features "Deep Tread Technology" with 3/8-inch deep chevrons, nearly three times the depth of other floor liners, to channel debris and moisture. Rugged Ridge All Terrain Floor Liners are engineered to offer complete interior floor protection during everyday use. The Floor Liners were specifically developed with the hunter, fishermen, commercial truck owner and offroader in mind.

Vehicle owners can be assured that when Rugged Ridge All Terrain Floor Liners are installed, their investment is protected for the life of the vehicle. All of Rugged Ridge’s All Terrain Floor Liners are covered by a Limited Lifetime Warranty.

Brand	Nibs on Back	Self Sealing Floor Hooks	90° Rolled Edges	Fluid Containment	Interior Depth	Reinforced Heel Pad	Warranty
Rugged Ridge® All Terrain Floor Liners	Yes	Yes	Yes	Deep Tread	3/8"	Yes	Limited Lifetime
Vacuum Molded A	No	No	No	Door Sill Spill Out	1/8"	No	3 Years
Vacuum Molded B	Yes	No	No	Puddle	1/16"	No	Limited Lifetime

Above: Comparison of Rugged Ridge All Terrain Floor Liners with the typical vacuum molded floor liners

Rugged Ridge All Terrain Floor Liners are available [online](#) and through select Jeep and truck parts and accessories and off-road retailers nationwide. For more information on the All Terrain Floor Liners or Rugged Ridge’s complete line of high-quality Jeep and off-road products or to find a retailer, please contact Rugged Ridge at (770)-614-6101 or visit <http://www.ruggedridgeoffroad.com>.

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 nearly two decades, Omix-ADA has designed, tested and manufactured more than 16,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge®, Alloy USA®, Outland® and

Precision Gear® are distributed throughout the USA and in more than 50 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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