

FOR IMMEDIATE RELEASE

Contact: Brian Alexander/Will Brewer
JMPR Public Relations
818.992.4353
baalexander@jmprpublicrelations.com
wbrewer@jmprpublicrelations.com



RUGGED RIDGE ANNOUNCES RELEASE OF NEW SPARTAN LINE OF BUMPERS FOR 2007-2018 WRANGLER JK / JKU

Tough, Trail-Ready Bumper Designs for Budget-Minded JK Enthusiasts

Suwanee, Ga. (April 17, 2018) – [Rugged Ridge](#)[®], a leading manufacturer of high-quality Jeep[®], truck and off-road parts and accessories, today announced the release of its new Spartan line of Front and Rear Bumpers for 2007-2018 Jeep Wrangler JK / JKU models.

The new Spartan Front and Rear Bumpers were designed to give JK owners an affordable alternative to today's typical off-road bumpers by offering attractive styling and high-quality components that won't break the bank.

Rugged Ridge Spartan Bumpers are assembled using high-strength steel plate featuring fold and weld construction, and are then finished with a rich black textured powder coat to protect from hazards regardless where the trail leads.

The Rugged Ridge Spartan bumpers are direct bolt-on replacements for stock JK bumpers, engineered to provide a uniform fitment and trouble-free installation. They also utilize the factory JK fog lights in the design to minimize the expense of a pricey lighting upgrade.

There are several Spartan front bumper variations available to suit a range of individual tastes, including models with standard ends or with a more muscular high-clearance end for an off-road oriented look. Each bumper can be fitted with an off-road winch using the included winch plate or can be accented with an optional over rider.

Each Rugged Ridge Spartan Bumper utilizes a pair of D-ring mounting plates and includes all necessary installation hardware as well as detailed instructions for the do-it-yourself enthusiasts.

The Rugged Ridge Spartan line of bumpers is backed by an industry leading five-year limited warranty and is available online and through select Jeep[®] and off-road parts and accessories retailers nationwide with an MSRP starting at 399.99.



Rugged Ridge's Spartan line of off-road bumpers offer a variety of styles to suit any taste and budget.

Photo Credit: Rugged Ridge

For more information about the new Spartan line of front and rear bumpers, or any of Rugged Ridge's complete line of high-quality Jeep and off-road products, or to find an authorized retailer, please contact Rugged Ridge at 770-614-6101 or visit www.RuggedRidge.com

Part No.	Description	MSRP
11548.01	Spartan Front Bumper, HCE, W/Override; 07-18 JK	\$533.99
11548.02	Spartan Front Bumper, SE, W/ Override; 07-18 JK	\$466.99
11548.03	Spartan Front Bumper, SE, W/O Override; 07-18 JK	\$399.99
11548.04	Spartan Front Bumper, Override	\$106.99

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>.

Jeep® is a registered trademark of FCA USA LLC.