

FOR IMMEDIATE RELEASE

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RUGGED RIDGE INTRODUCES EXTERIOR ARMOR WITH NEW STEEL BODY ARMOR CLADDING FOR 2007-2017 WRANGLER JK

Superior Lower Body Panel Protection Fights Against Corrosion and Rust

Suwanee, Ga. (December 15, 2017) – [Rugged Ridge](http://RuggedRidge.com)[®], a leading manufacturer of high-quality Jeep[®], truck and off-road parts and accessories, today announced the addition of its new Steel Body Armor Cladding for 2007-2017 Wrangler JK / JKU models to its line of exterior body armor products.

Designed with the off-road Jeep enthusiast in mind, new Steel Body Armor Cladding is built from heavy duty three millimeter thick steel plate to provide a high level of protection to vulnerable rocker panels, an area commonly damaged in even mild off-road environments. The Steel Body Armor Claddings sectional construction for a tighter fit and easier installation, with only slight drilling required and can be used with OE or aftermarket flares, as well as Rugged Ridge Armor Fenders.



Rugged Ridge Steel Body Armor Cladding adds extra protection and is engineered to fight off rust and corrosion.

Photo Credit: Rugged Ridge

Each section of armor cladding is treated to a durable black powder coat to guard it from rust, corrosion and any threats the trail may pose; providing long-lasting protection despite severe conditions. Stainless button-head hardware attaches the armor securely to the body and gives the Jeep for a quick install.

“We engineered the new Steel Body Cladding to offer extended protection and functionality to the armor,” states Eric Russell, Product Engineer at Omix-ADA/Rugged Ridge. “Obviously, not everyone is going to go wheeling in their JK but we want to provide extra protection just incase.”

The Rugged Ridge Steel Body Armor Cladding is backed by an industry leading five-year limited warranty and is available online and through select Jeep and off-road parts & accessories retailers nationwide with an MSRP of \$266.99 for the JK 2-door and \$333.99 for the JKU 4-door.

For more information about the new Steel Body Armor Cladding or and of Rugged Ridge’s complete line of high-quality Jeep and off-road products, or to find an approved retailer, please contact Rugged Ridge at 770-614-6101 or visit www.RuggedRidge.com

Part No.	Description	MSRP
11615.10	Steel Body Armor Cladding; 07-17 JKU 4-Door	\$333.99

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>.

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