

## FOR IMMEDIATE RELEASE

Contact: Nathan Hoyt/ Andrew Brudnicki  
JMPR Public Relations - 818.992.4353  
[nhoyt@jmprpublicrelations.com](mailto:nhoyt@jmprpublicrelations.com)  
[abrudnicki@jmprpublicrelations.com](mailto:abrudnicki@jmprpublicrelations.com)



### RUGGED RIDGE ANNOUNCES NEW TIRE CARRIER SYSTEM FOR 2007-2014 JEEP JK WRANGLER

*Gen II Swing and Lock Tire Carrier System Offers Full Tailgate Function  
and Easy, No Drill Installation*

**Suwanee, Ga. (February 11, 2014)** – [Rugged Ridge](#)® today announced the availability of its new Gen II Swing and Lock Tire Carrier for the 2007-2014 Jeep® Wrangler JK beginning April 1.

Unlike previous designs, Rugged Ridge's tire carrier maintains full mobility of the rear tailgate and eliminates the cumbersome two-stage opening process present in other designs. Using the factory latch mechanism and a reinforced spindle, Jeep owners have the ability to mount up to a 37-inch tire and operate both the carrier and tailgate simultaneously without any hassle.



Rugged Ridge's new Gen II Swing and Lock Tire Carrier eliminates the two-step tailgate opening process found in other designs and has the capacity to safely accommodate up to 37-inch wheel and tire packages.

**Photo Credit:** Omix-ADA design."

The Gen II Swing and Lock Tire Carrier also features an adjustable saddle that is fully compatible with Rugged Ridge's existing line of XHD rear bumpers (P/N [11546.20](#) and [11547.01](#)) that operate as easy add-on components, requiring no drilling whatsoever.

Constructed of heavy-duty 3mm box-welded steel that's finished in a durable black powdercoat matching Rugged Ridge's original XHD Bumpers, the new tire carrier also features polyurethane bushings, meaning it will swing open smoother and with less vibration.

"We wanted to create a new design that has the ability to securely and safely mount heavier wheel and tire packages even when seeing tough trail duty while also eliminating the inconvenient two-step process needed to access rear cargo," said Chris Van Buren, a Design Engineer at Omix-ADA. "Often times, owners had to first unscrew the latch on their tailgate before it would open, we've completely removed this step with our new design."

The Gen II Swing and Lock Tire Carrier is also backed by Rugged Ridge's 5-year limited warranty and retails for \$499.99. For more information about the Gen II Swing and Lock Tire Carrier, 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 its website at [www.RuggedRidge.com](http://www.RuggedRidge.com).

Part Number	Description	Price
11546.25	GEN II Swing & Lock Tire Carrier '07-'14 JK Wrangler	\$499.99

#### 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 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® and Alloy USA®, 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 [www.omix-ada.com](http://www.omix-ada.com).  
Jeep® is a registered trademark of Chrysler Group LLC.

# # #