

FOR IMMEDIATE RELEASE

Contact: Nathan Hoyt/ Andrew Brudnicki
JMPR Public Relations
818.992.4353
nhoyt@jmprpublicrelations.com
abrudnicki@jmprpublicrelations.com



OMIX-ADA KEEPS JEEP® HERITAGE ALIVE AT 2013 SEMA SHOW

Omix-ADA's Off Road Success Center to Host a Variety of Unique Attractions Including Celebrity Autograph Sessions, Special Jeep Build and \$150,000 in Charity Donations

Suwanee, Ga. (September XX, 2013) – Omix-ADA, a leading manufacturer of high quality Jeep®, truck and off-road accessories announced today that the company will use the 2013 SEMA Show (November 5 - 8, 2013) in Las Vegas as the backdrop for its twentieth anniversary and a celebration of all things Jeep and off-road.

Following its debut last year, Omix-ADA will again host its Off Road Success Center located in the Upper South Hall Lobby of the Las Vegas Convention Center; using it as the headquarters for a variety of exciting attractions, including:

- Three separate \$50,000 check presentations to charity
- 2013 Jeep Wrangler giveaway
- Autograph sessions with special guest celebrity R. Lee Ermey, also known as “The Gunny”
- A display of several historic Jeep prototypes from Willys, Bantam and Ford
- A live on-site radio show featuring special guests and industry VIPs
- On-site Jeep build interpreting what a modern-day military Jeep might look like

Charity Donations and Jeep Giveaway

Omix-ADA will make a total of \$150,000 in donations, distributed across three separate charities, at this year's SEMA Show. Recipients for this year's donations include SEMA Cares, the Rugged Ridge Trail Access Program and one of four national health organizations – the Breast Cancer Association, American Diabetes Association, American Heart Association or National Multiple Sclerosis Society – chosen by Omix-ADA consumers over the course of the year by popular vote. In addition to donating to charity, Omix-ADA will also present a 2013 Jeep Wrangler to the winner of its year-long giveaway sweepstakes.

- 4:00PM, Tues. Nov. 5 – National Health Organization check presentation and consumer Jeep giveaway winner announcement
- 5:30PM, Wed. Nov. 6 – Rugged Ridge Trail Access Program announcement and check presentation
- 4:30PM, Thurs. Nov. 7 – SEMA Cares check presentation, unveiling of military inspired Jeep build

“For our anniversary celebration we wanted to do something that benefitted and recognized three important segments of our business – our consumers, the off-road hobby as a whole and the aftermarket industry,” said Henk Van Dongen, Director of Marketing at Omix-ADA. “Without the support of these three groups, Omix-ADA wouldn't have succeeded in the way that it has for 20 years.”

Rugged Ridge Trail Access Program

On Wednesday, November 6, Omix-ADA will announce the creation of the Rugged Ridge Trail Access Program—a grant program dedicated to providing non-profit organizations grants to keep public land open and advance the off-road hobby. The grant will be provided with an initial \$50,000 donation by Omix-ADA to help fund organizations fighting land use battles within government and defray expenses related to trail maintenance.

“SEMA gives us a chance to connect and network with the media and our consumers,” said Van Dongen. “The media and the off road industry peer companies have just as much interest in keeping land accessible and open

as we do. No off-road access means no off-road hobby, and no hobby means no need for off-road magazines or companies like us.”

Military Inspired On-Site Jeep Build

On Thursday, November 7, ahead of its \$50,000 SEMA Cares check donation, Omix-ADA will unveil the completed 2013 JK Rubicon that was built over the previous three days, live at the Off Road Success Center. The Jeep is designed to be a modern interpretation of what a military Jeep might look like today. The build team will consist of students from technical schools across the country, veterans and Omix-ADA employees.

“Our reception Thursday afternoon gives us a chance to thank SEMA Cares, and the schools that have been involved in the build, so we are not only thanking them, but we’re thanking the industry as a whole,” Van Dongen said.

Off Road Success Center

Omix-ADA’s Off Road Success Center was designed to provide networking opportunities and brainstorming ideas to like-minded people in the automotive industry. Open to all attendees, in addition to the events above, the Success Center will serve as the display area for three early Jeep prototypes - a Ford GP, a Bantam BRC40 and a Willys MA – as part of Omix-ADA’s celebration of Jeep military history.

Omix-ADA will also host a live radio show from the Success Center. Emceed by industry veteran Joe Sebergandio, the talk show will cover multiple topics ranging from insightful stories and conversations about individual Jeep experiences, to live coverage of the Jeep giveaway and charity donations on-site. Guests for the show include respected off road media personalities, representatives from Jeep Jamboree USA, select members of Chrysler-Jeep and many more.

Throughout the week, special guest celebrity R. Lee Ermey, also known as “The Gunny,” will also hold several autograph sessions at the Success Center.

Omix-ADA invites everyone to come out to the Off Road Success Center to celebrate our veterans, Jeep heritage and learn how to thrive in the growing Jeep and off-road market. For more information about 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.

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.

Jeep® is a registered trademark of Chrysler Group LLC.

#