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



OMIX-ADA/RUGGED RIDGE® DONATES \$150,000 AT 2013 SEMA SHOW

*Leading Manufacturer of Jeep® Parts and Accessories Gives Charitable Donations
Supporting Health Care, Public Land Use and the Automotive Aftermarket*

Suwanee, Ga. (August XX, 2013) – [Omix-ADA](#) and [Rugged Ridge®](#) today announced that it will donate a total of \$150,000 at the 2013 Specialty Equipment Marketers Association ([SEMA](#)) Show in Las Vegas (November 5 – 8, 2013) as part of its 20th anniversary celebration. The \$150,000 donation will be split equally among three separate causes in the fields of health care, public land use and automotive aftermarket advocacy, with individual presentations held November 5, 6 and 7 in the Offroad Success Center in the Upper South Hall Lobby of the Las Vegas Convention Center.

4:00PM, Tuesday, November 5

The first \$50,000 donation from Omix-ADA will be given to one of four national health organizations promoting health awareness for common issues, including the Breast Cancer Association, American Diabetes Association, American Heart Association and National Multiple Sclerosis Society. The recipient of this year's \$50,000 donation is the organization that receives the most consumer votes from a year-long mail-in rebate program for Omix-ADA and Rugged Ridge customers.

5:30PM, Wednesday, November 6

The second \$50,000 donation will be presented to create the Rugged Ridge Trail Access Program—a grant program providing non-profit organizations grants to keep public land open and advance the off-road hobby.

“Whether we’re serving an organization that needs money to fight land use battles within a state, or providing a grant to a well-organized Jeep club that wants to clean up a trail, the Rugged Ridge Trail Access Program was established to help off-set their expenses,” said Henk Van Dongen, Director of Marketing at Omix-ADA. “This program is designed to support off-road enthusiasts interested in preserving their rights within the hobby as well as preserving and maintaining the outdoor areas they’re accessing.”

4:30PM, Thursday, November 7

The third presentation of \$50,000 supports SEMA Cares, a committee established by the SEMA Board of Directors in 2007 aiming to bring the voice and resources of the SEMA community together to make a positive difference in the lives of others. Following the Omix-ADA donation, SEMA Cares will distribute \$15,000 to three different organizations. The remaining \$35,000 will go towards purchasing and building a Jeep for the SEMA Garage—Industry Innovations Center in Diamond Bar, Calif. This Jeep will be used as a platform for students pursuing continuous education and for on-site technical training purposes.

“We’re really excited to provide support to SEMA Cares,” said Van Dongen. “Because the donation ends up being split further, the money ends up benefitting our industry, advancing education and supporting the off-road hobby as well as giving back to the community all at once.”

For more information about Rugged Ridge’s philanthropic efforts, its 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.

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