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OMIX-ADA/RUGGED RIDGE BUILD CUSTOM JEEP LIVE AT 2013 SEMA SHOW

*Built With the Help Of Technical School Students From Across The Country,
“Kilroy” Interprets What Modern Military Jeep Might Look Like*

Suwanee, Ga. (November 2013) – [Omix-ADA](#)[®], an industry leading manufacturer of high quality Jeep[®], truck and off-road accessories, used its Off Road Success Center at the 2013 Specialty Equipment Market Association (SEMA) Show in Las Vegas, as the venue to build its vision of what a modern day military Jeep might look like.



Omix-ADA's Rubicon Unlimited, dubbed “Kilroy,” was built on-site at the 2013 SEMA Show in Las Vegas. Designed as an interpretation of what a modern-day service Jeep might look like if used by the military, the Jeep was built with the help of technical school students from across the country in three days.

Photo Credit: Omix-ADA

Using a stock Commando Green four-door Jeep Rubicon Unlimited as its canvas, students from technical colleges across the country, under the guidance of Omix-ADA employees, completed the build over three days in SEMA's Upper South Hall while thousands of attendees watched it progress.

“We needed to create a unique Jeep that required very little fabrication or additional modification of the components since this was being built on-site, over the course of three days in the middle of an active tradeshow,” said Patrick Bennett, Product Developing Manager at Omix-ADA. “Most of the accessories on the Jeep are off-the shelf items that we offer for the JK; everything from the wheels, suspension, skid plates, front and rear bumpers, to the hood, new fender flares and seat covers are all available from our catalog.”

Named “Kilroy” after the popular WWII cartoon character, this year's Jeep build serves as a tribute to the legendary Jeeps that aided G.I.'s throughout the war effort. The final design was settled on after carefully reviewing elements of the historic Jeeps in Omix-ADA's Atlanta-area collection and serves as a tie to the patriotic theme of Omix-ADA's booth at this year's show where the company kicked off the 70th anniversary of D-Day.

“The build not only allowed us to showcase what we could do with our new products, but having an interactive effort at the SEMA Show gave us an opportunity to network with, and get the next generation involved in the off-road hobby and aftermarket industry,” said Henk Van Dongen, Director of Marketing at Omix-ADA.



Students from technical schools across the country helped build Omix-ADA's Jeep on-site in the company's Off Road Success Center at the 2013 SEMA Show over the course of three days while attendees looked on.

Photo Credit: Omix-ADA

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 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 70 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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In addition to the military-inspired Jeep build and a collection of historically significant Jeeps on display, Omix-ADA recruited actor and Marine Corp veteran R. Lee Ermey, aka "The Gunny," to be on-site where he held several autograph sessions for SEMA Show attendees throughout the week. Perhaps best known for his role as Gunnery Sergeant Hartman in the motion picture *Full Metal Jacket*, Ermey has also performed as a voice-over actor in recent animated films such as *Toy Story*, *Kung Fu Panda* and *Batman: The Brave and the Bold*.

For more information on Omix-ADA or its family of brands, please visit www.Omix-ADA.com or contact Omix-ADA directly at (770) 614-6101.