

## FOR IMMEDIATE RELEASE

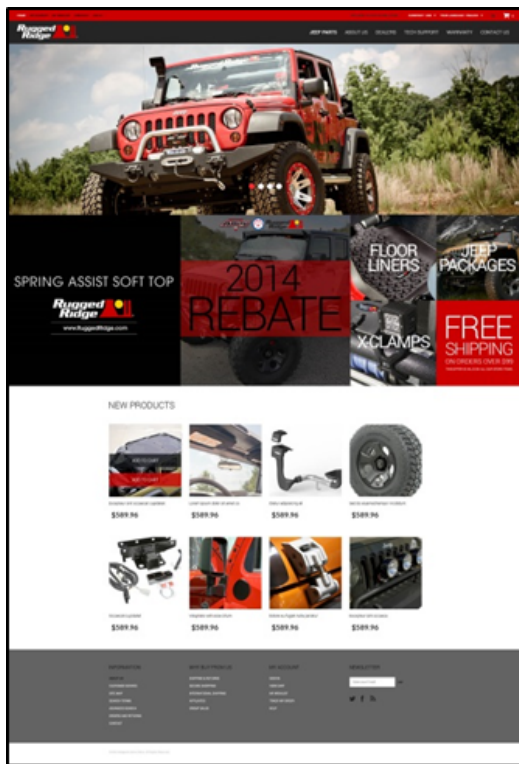
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## RUGGED RIDGE LAUNCHES NEW WEBSITE

*Updated Site Features Responsive Design and Versatile User Interaction,  
Optimized for Desktop and Mobile Devices*

**Suwanee, Ga. (November 2014)** – [Rugged Ridge](http://RuggedRidge.com), an industry leading manufacturer of high quality Jeep®, truck and off-road accessories, launched its newly improved website [www.RuggedRidge.com](http://www.RuggedRidge.com), today.



Rugged Ridge’s new website design features the latest responsive web coding making the site display perfectly on a variety of desktop and mobile devices.

**Photo Credit:** Rugged Ridge

The new Rugged Ridge site features a fresh and versatile browsing experience optimized for both mobile and desktop platforms, taking user interaction to a whole new level. Available to customers through a beta launch for the past month, the new site uses a clean, modern layout, easy-to-navigate functionality and a content-rich product library.

Using the latest responsive web design methods, this new site adapts to your device’s screen layout, providing an optimal viewing experience with easy reading and navigation across a wide range of devices from desktop computer monitors to mobile tablets and smartphones, giving the user a consistent browsing experience.

“The great thing about this design is that visitors are now able to easily view the latest products and accessories displayed on our site their desktop, smart phone or tablet, as the site conforms to whatever device it senses,” said Linda Tran, Web Designer at Omix-ADA. “It’s mobile and tablet ready, which means instant and easy access any time and any place regardless of the device you use.”

Using Rugged Ridge’s extensive product data library that includes the latest descriptions, application data, and year/make/model lookup, the new site offers new levels of customer interactivity by incorporating wish lists, reviews, polls, and tags which allow users to better filter their searches.

Users can also view video links showcasing product features, stay to up to date on the newest products and releases, and even get exclusive access to the company’s newsletter to stay current with everything related to Rugged Ridge.

“More consumers are using mobile tools to browse the Internet and we saw the same behavior on our site,” said Paul Firestine, IT/IS Manager at Omix-ADA. “That was one of the main reasons for us to develop this completely new look and incorporate new features to give consumers a seamless experience, from one device to another. We are very proud to provide our customers with this new

website and we hope it serves as a useful, informative portal for them to get to know our brand and our products even better.”

To experience the new website, or for more information on Omix-ADA or its family of brands, please visit [www.Omix-ADA.com](http://www.Omix-ADA.com) or contact Omix-ADA directly at (770) 614-6101.

**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 more than 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](http://www.omix-ada.com).

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