

FOR IMMEDIATE RELEASE

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RUGGED RIDGE INTRODUCES ALL-NEW PERFORMANCE VENTED HOOD FOR '07-'14 JEEP® JK WRANGLERS

Advanced Design Provides 50 Percent More Ventilation and Prevents Overheating

Suwanee, Ga. (August XX, 2013) – [Rugged Ridge®](#) today announced the availability of its all-new [Performance Vented Hood](#) for the '07-'14 Jeep® Wrangler (JK).

Inspired by Chrysler’s aggressive SRT® designs, Rugged Ridge’s Performance Vented Hood is engineered to provide 50-percent more ventilating surface area over similar designs, helping heat quickly escape from the engine compartment to maximize engine efficiency.



Made from high quality stamped steel, the new Performance Vented Hood uses a factory inner core assuring it fits like the OE hood. In addition to fitting like a factory piece, Rugged Ridge ships each of the hoods standard with a rust preventative E-coat that’s ready to be painted. Each Performance Vented Hood can also be ordered in factory matching colors directly from any Rugged Ridge authorized retailer assuring an OE look to compliment the OE fit.



“The design was created to be an attractive way of eliminating the heat that can build up during tough off-road situations,” said Chris Van Buren, Design Engineer at Omix-ADA. “We wanted to give Jeep owners a great quality hood at an affordable price that included an easy installation and a factory fit and finish.”

Rugged Ridge’s new Performance Vented Hood provides 50-percent more ventilation over competitors.
Photo Credit: Rugged Ridge

The Rugged Ridge Performance Vented Hood is available [online](#) and through select Jeep and off-road parts/accessories retailers nationwide starting at **\$699.99**.

For more information about Rugged Ridge’s complete line of high-quality Jeep and off-road products, or to find an authorized retailer, please contact Rugged Ridge at (770) 614-6101 or visit its website at www.RuggedRidge.com.

Part Number	Description	Price
17759.01	Performance Vented Hood For '07-'14 Wranglers	\$699.99

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 <http://www.omix-ada.com>.

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