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## OMIX-ADA/RUGGED RIDGE TO DEBUT SERGEANT ROCK JEEP AT OFF ROAD SUCCESS CENTER DURING 2013 SEMA SHOW

*Patriotic 2014 Jeep Wrangler from Revered Off-Road Builder Dave Doetsch  
To Feature Latest Parts From Rugged Ridge and Alloy USA*

**Suwanee, Ga. (October X, 2013)** – [Omix-ADA](#)<sup>®</sup>, the world's largest independent manufacturer of Jeep<sup>®</sup> parts and accessories, announced today that famed Jeep builder Dave Doetsch will publicly unveil his latest project, *Sergeant Rock*, at the OMIX/Rugged Ridge Off-Road Success Center at the 2013 SEMA Show in Las Vegas, November 5 – 8.

Based on an Anvil Blue 2014 Jeep Wrangler Unlimited Rubicon, *Sergeant Rock* is a military themed rock crawler that will feature a variety of new products at the SEMA Show from [Alloy USA](#) and [Rugged Ridge](#), including the [Performance Vented Hood](#), Hurricane Flat Fender Flares and [17-inch Drakon Alloy Wheels](#).

“Having Sergeant Rock join our collection of Jeeps on display fits perfectly with our patriotic celebration at this year’s show,” said Henk Van Dongen, Director of Marketing at Omix-ADA. “We love working with Dave because it always amazes us how he uses our products to create such unique vehicles.”

In addition to *Sergeant Rock*, the Off Road Success Center will showcase a wide range of modern and historic Jeeps, showing the evolution of both the industry and the legendary Jeep marque.

The Off Road Success Center will also host a number of other attractions, including autograph signings from celebrity guest R. Lee Erme, “The Gunny,” a radio show with interviews of the some biggest names in the off-road industry and a live build of a custom military themed 2014 Jeep JK Wrangler.

For more information about Rugged Ridge or the OMIX/Rugged Ridge Off-Road Success Center at the 2013 SEMA Show, please contact Rugged Ridge at (770) 614-6101 or visit its website at [www.RuggedRidge.com](http://www.RuggedRidge.com).



**Above:** Artist Rendering of Dave Doetsch's *Sergeant Rock* 2014 Jeep Wrangler JK Unlimited

**Credit:** Keg Digital Garage

**ABOUT OMIX-ADA, INC.**

Omix-ADA<sup>®</sup>, Inc. is the world's largest independent manufacturer and wholesaler of Jeep<sup>®</sup>, 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<sup>®</sup> and Alloy USA<sup>®</sup>, 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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