

FOR IMMEDIATE RELEASE

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RUGGED RIDGE INTRODUCES NEW REAR SEAT ORGANIZER AND STORAGE SYSTEM FOR 2011-2014 JEEP JK WRANGLER

With OE Styling, the Organizer is an Inexpensive Way to Tidy up Jeep Interiors

Suwanee, Ga. (November XX, 2013) – Rugged Ridge® today announced the availability of its new [Rear Seat Organizer](#) for 2011 – 2014 Jeep® JK Wrangler, with a patent-pending design offered in both black and tan, for two and four-door models. This newest organizer from Rugged Ridge builds upon the launch of its similar organizer designed for 2007 – 2010 Wranglers, marrying convenience and style into one unique design.



The Rugged Ridge Rear Seat Organizer reduces in-car clutter and is designed to create an OE look that matches the Jeep's existing trim.

Photo Credit: Omix-ADA

The perfect solution for Jeeps cluttered with any number of miscellaneous items, Rugged Ridge's Rear Seat Organizers feature enclosed storage areas that safely and securely confine toys, drinks and other wayward trash that can build up over time.

Constructed of a sturdy molded plastic and designed to match the color and texture of the Jeep's factory interior, the Rear Seat Organizer measures just 11x10x10-inches and is built to discreetly complement the OE interior design of the Jeep.

Featuring a unique removable double walled lid to prevent objects from blowing away or falling out, each organizer is engineered to easily install and instantly fit into the rear cup holders of the '11-'14 JK.

Starting at \$39.99, each Rugged Ridge Rear Seat Organizer is backed by an industry-leading five-year limited warranty and is available through select online retailers.

For additional 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
13551.50	Rear Seat Organizer, Wrangler (JK) 11-14, 2DR, Black	\$39.99
13551.51	Rear Seat Organizer, Wrangler (JK) 11-14, 4DR, Black	\$39.99
13551.52	Rear Seat Organizer, Wrangler (JK) 11-14, 2DR, Tan	\$39.99
13551.53	Rear Seat Organizer, Wrangler (JK) 11-14, 4DR, Tan	\$39.99

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

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