

## **FOR IMMEDIATE RELEASE**

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## **OMIX-ADA CONTRIBUTES \$50,000 TO SEMA CARES**

*Leading Manufacturer of Jeep® Parts and Accessories gives back to SEMA Community through Charitable Donation*

**Suwanee, Ga. (November 2013)** – [Omix-ADA®](#), a leading manufacturer of high quality Jeep®, truck and off-road accessories donated \$50,000 to SEMA Cares at its Off Road Success Center during the 2013 Specialty Equipment Market Association (SEMA) Show in Las Vegas, November 5 – 8.

As part of its total \$150,000 commitment in 2013 of charitable donations, the company made the donation in honor of the off-road media, SEMA, and other automotive organizations that strive towards advancing the off-road industry and hobby.

“ The SEMA charities are grateful for the generosity of the Omix-ADA family in helping to provide better lives for children in need and scholarships for students wanting to work in the automotive aftermarket,” said Joel Ayres, Chairman of the SEMA Scholarship Committee. “ Omix-ADA is definitely a company with a caring heart and soul that is willing to give back for the benefit of others. ”



The SEMA Cares Committee was established by the Board of Directors in 2007 and aims to bring the SEMA community together to make a positive difference in the lives of others.

For years, SEMA Cares has played an active role in helping to support under privileged youth through outreach programs.

“This donation is recognizing that SEMA Cares is not only very important to us, but that they also play an instrumental role in actively involving and

engaging future generations in our hobby,” said Henk Van Dongen, Director of Marketing at Omix-ADA. “It’s our way of saying thanks for all you do.”

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

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