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OMIX-ADA HIGHLIGHTS ITS 20TH ANNIVERSARY WITH BIG PRESENCE AT 2013 SEMA SHOW

*Omix-ADA's Off Road Success Center Hosted Celebrity Autograph Sessions,
Unique On-Site Custom Jeep Build and \$150,000 in Charity Donations*

Suwanee, Ga. (November 2013) – [Omix-ADA](#)[®], a leading manufacturer of high quality Jeep[®], truck and off-road parts and accessories, concluded its 20th anniversary celebration this year with a host of attractions at the 2013 Specialty Equipment Market Association (SEMA) Show in Las Vegas.

Using the company's Off Road Success Center as a home base for its family of brands, over the course of the four-day trade show Omix-ADA built a custom military inspired Jeep, donated \$150,000 across three separate charities and hosted celebrity autograph sessions, among other things.



Employees of Omix-ADA pose with actor and Marine Corp veteran R. Lee Ermey (center) who was on-site at the 2013 SEMA Show to host a special number of special autograph sessions at the company's Off Road Success Center.

Photo Credit: Omix-ADA

Early in 2013, Omix-ADA announced it would donate a total of \$150,000 to charity as part of its anniversary celebration. Capping off the celebration the company used SEMA as the backdrop to make good on that promise.

Over the course of the show, three separate charities – The Breast Cancer Research Foundation, SEMA Cares and the newly created Rugged Ridge Trail Access Program – each received checks in the amount of \$50,000. Money for each of the charities will go toward a variety of causes, including advancing research into cancer treatments, promoting expanded land use for the off-road community and supporting the interests of the automotive aftermarket by expanding support and resources to members of SEMA.

“One of our major themes at this year’s SEMA Show was ‘giving back,’” said Henk Van Dongen, Director of Marketing at Omix-ADA. “Whether that takes the form of giving back to consumers, members of the aftermarket industry or the off-road community, we thought these donations were the perfect way of saying thanks for all you do.”

In addition to hosting three charity donations, the Off Road Success Center also served as a display venue for some of the earliest Jeep prototypes. On hand from Omix-ADA's Atlanta-area Jeep collection

were a 1941 Willys MA, 1941 Bantam BRC40, and 1941 Ford GP. Omix-ADA's entire collection includes more than 20 military and civilian Jeeps, some more than 70 years old.

Over the course of three days at this year's SEMA Show, Omix-ADA also recruited several technical schools from across the country to help bring to fruition the company's vision of what a modern military service Jeep might look like. "Kilroy," a Commando Green Rubicon Unlimited was taken apart, upfitted and put back together live from the SEMA Show floor as a tribute to Jeep heritage and the legendary vehicle's role in aiding soldiers during the WWII war effort across Asia, Europe and North Africa.

Concurrently, throughout the show, as part of the company's celebration of Jeeps, and military history, Joe Sebergandio, industry veteran and owner of Motor Media, Inc. hosted a live talk show at the Off Road Success Center, chatting with industry legends, discussing off-road stories, and the impact of the Jeep experience on the American off road psyche.

Omix-ADA also recruited actor and Marine Corp veteran R. Lee Ermey, also known as "The Gunny," for three days to man the Off Road Success Center, provide inspiration to builders and sign autographs for attendees to the show.

"We really enjoyed having Ermey as the backdrop for our celebration of military Jeeps," Van Dongen said. "It was the perfect way to end our celebration with a bang."

For more information on Omix-ADA or its family of brands, please visit 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 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. Jeep® is a registered trademark of Chrysler Group LLC.

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