

FOR IMMEDIATE RELEASE

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RUGGED RIDGE INTRODUCES NEW SEVEN SPOKE XHD WHEELS FOR '07-'14 JEEP® JK WRANGLERS

*Rugged Ridge 18 Inch Custom Wheels Offered in Three Powder Coated Finishes
And Limited Lifetime Warranty*

Suwanee, Ga. (July XX, 2013) – [Rugged Ridge®](#) today introduced its newest custom wheel design for '07-'14 Jeep® Wranglers (JK), the XHD, an 18 -inch seven spoke aluminum alloy wheel offered in three finishes.

Rugged Ridge's new XHD Wheel is a direct bolt-on replacement measuring 18x9 inches and features a 12 mm offset and 4.5625 inch backspacing. The new design is hub-centric so the wheel precisely centers itself; resulting in less wheel vibration and allowing ultimate control and consistently smooth travel for even the most rugged of expeditions. In addition to minimizing wheel vibration, Rugged Ridge's hub centric design also avoids clearance issues for brake rotors, steering components and suspension travel found in other wheels.



Owners can purchase the wheel in their choice of ultra-hard black satin, silver or gunmetal powder-coated finishes; each durable enough to stand up to the abuse of trail duty.



"We're excited to add these new wheels to our existing line-up of alloys for the JK," said Pat Johnson, Business Development Manager at Omix-ADA. "Wheels are one of our top selling categories at Omix. New products like this afford us and our retailers great opportunities to grow our business and satisfy the changing tastes of today's Jeep owners."



The wheel lip is set off with stainless steel button-head socket cap screws around the perimeter of the wheel, giving a three-piece look and allowing owners to accessorize it with an optional rim protector (Part Number 15250.03).

Rugged Ridge wheels have been independently tested and certified to exceed SAE J2530 standards for wheel strength and durability. The wheel includes a limited lifetime structural warranty as well as a one year finish warranty.

The XHD Wheel is available online and through select Jeep and off-road parts/accessories retailers nationwide starting at \$299.99 each.

Rugged Ridge's new 18 inch alloy wheel is offered in three finishes and retails for \$299.99

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

Image Credit: Rugged Ridge

Part Numbers:

15305.01	Black Satin	\$299.99
15305.40	Silver	\$299.99
15305.30	Gun Metal	\$299.99
15250.03	Rim Protector	\$49.99

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 www.omix-ada.com.

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