



DECEMBER 2017 UPDATE

RUGGED RIDGE® ELITE™ FAST TRACK KIT

Rugged Ridge's newest Elite™ Fast Track Windshield Light Bar Kit is an all-inclusive lighting package for 07-18 Wrangler JK / JKU models. We started with our ultra-versatile Fast Track Light Bar system which incorporates a massive 50-inch LED Light Bar capable of destroying the darkness. For those trail rides at dusk, we've included four 3.5-inch round LED lights, perfect for mounting on the A-pillars where they can be easily aimed and adjusted on the fly. To top things off, we rounded out the package with a set of quick release mirrors for keeping things legal when the doors come off. Since lights are no good without power, we've also included a custom-designed A-pillar switch pod, four color-coded rocker switches, detailed instructions and even the wiring harnesses to safely power things up. Of course, the beauty of the Elite™ Fast Track System is that you can configure the lights and accessories exactly how you prefer and change them whenever you like. It's the perfect balance of versatility and function. Patent Pending

Description	Omix #	Jobber	LRAP	MSRP
Fast Track Kit, 1 Bar, 4 Rounds, Mirrors, 07-18 Wrangler JK	11232.54	\$888.80	\$799.99	\$1,066.99



RUGGED RIDGE® SPARTAN™ REAR BUMPER

Rugged Ridge engineered the Spartan™ Series Bumpers for the Jeep enthusiast that wants the look of a classic off-road style bumper without the extra weight and heavy price tag. The Spartan™ Rear Bumper's one-piece design features a full-width profile and sturdy all-steel construction with welded ends making it a solid choice for any Jeep, from avid off-roader to daily-driven mall cruiser and anything in between. The bumper's center section features a recess that provides additional clearance for larger wheel & tire combinations. Each Spartan™ Series Rear Bumper includes integrated shackle plates that anchor to the frame for solid vehicle recovery and all the necessary hardware for installation (D-shackles not included). The Rugged Ridge Spartan™ Rear Bumper is a direct bolt-on replacement for 2007-2018 Wrangler JK models and works with all factory equipment including factory tow hitch. Best of all, it's backed by our industry-leading 5-year limited warranty, making it the best built, budget-minded rear bumper on the market today.



Description	Omix #	Jobber	LRAP	MSRP
Spartan™ Rear Bumper, Full Width, 07-18 Wrangler JK	11548.20	\$443.28	\$399.99	\$531.99

RUGGED RIDGE® CB/AM/FM ANTENNA MOUNT KIT

The Rugged Ridge CB/AM/FM Antenna Mount Kits ingenious new design delivers crystal-clear radio reception across all bands while maintaining the benefits of the factory JK antenna location. Replacing your factory antenna with our fully welded steel antenna mount will give you a convenient location to mount your choice of CB antennas (not included). The system includes the mounting bracket and all the necessary coaxial cable, wiring, connectors and hardware to complete the install- you just supply the antenna! No more whip antennas getting in the way of your rear lift gate or having to drill unwanted holes in your JK's body. With the Rugged Ridge CB/AM/FM Antenna System, your CB antenna will maintain the look of a stock setup but give you the advantages of an aftermarket antenna.

Description	Omix #	Jobber	LRAP	MSRP
CB/AM/FM Antenna Mount Kit, 97-18 Wrangler	17212.20	\$133.28	\$119.99	\$159.99



Please apply your trade discount to jobber prices to get your net cost.



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RUGGED RIDGE® BOW KNUCKLE KITS

The removal and replacement of the soft top bow assembly on your Jeep JK, TJ or LJ has never been so easy! Rugged Ridge® Quick Release Bow Knuckles innovative new design allows for true "one-handed" engagement of the knuckle going from open to locked seamlessly. Those days of having to have hand tools to remove your soft top frame are long gone. These Quick Release knuckles are designed specifically for your 07-18 Wrangler JK, 97-06 Wrangler TJ or 04-06 Wrangler Unlimited LJ, so you get precisely the correct knuckles for your rig without any extra parts or confusion. Installation is simple so you'll go from top-on to top-GONE faster than you ever imagined possible. Patent Pending

Description	Omix #	Jobber	LRAP	MSRP
Bow Knuckle Kit Soft Tops, 97-18 Wrangler TJ/JK 2-Door	13510.10	\$33.28	\$29.99	\$39.99
Bow Knuckle Kit Soft Tops, 04-06 Wrangler LJ	13510.11	\$18.40	\$16.99	\$22.99
Bow Knuckle Kit Soft Tops, 07-12 Wrangler JKU 4-Door*	13510.12	\$33.28	\$29.99	\$39.99

*Will not work with a spring assist top



13510.10

RUGGED RIDGE® TONNEAU COVERS

The Rugged Ridge Tonneau Cover for 07-18 Wrangler JK is an great-looking way to help secure the contents of your rear cargo area, while helping preserve the interior surfaces from the damaging effects of the elements. The cover secures easily to the tub rails giving the interior a finished appearance and does not limit access to the rear seats or tailgate, when installed. The Rugged Ridge Tonneau Cover is the perfect way to keep your gear out of sight, bringing a little added peace of mind.

Description	Omix #	Jobber	LRAP	MSRP
Tonneau Cover, 07-18 Wrangler JK, 2-Door	13550.03	\$77.76	\$69.99	\$93.99
Tonneau Cover, 07-18 Wrangler JKU, 4-Door	13550.04	\$77.76	\$69.99	\$93.99
Tonneau Cover, Extension, 07-18 JKU, 4-Door	13550.05	\$66.64	\$59.99	\$79.99



13550.04

RUGGED RIDGE® MONTANA™ TOPS

The Montana™ Soft Top is designed as a high-quality direct replacement for your Wrangler's factory top. Simply remove the old top and slip on the new Montana™ Top. The Montan™ a Soft Top features sturdy reinforced stitching on the heavy pull areas and heavy-duty 30 mil thick rolled glass windows with a 31% tint to help keep out the direct sunlight. All Montana Soft Tops are built from 20 oz. durable vinyl coated Black Diamond polyester and cotton fabric that defies the elements. All sewn seams are double-stitched using marine grade thread for superior sun and moisture resistance. Each Rugged Ridge Montana™ Soft Top is backed by an industry leading 5-year limited warranty against manufacturer defects.

Description	Omix #	Jobber	LRAP	MSRP
Montana™ Top, Black Diamond, w/Skins, Tinted, 88-95 Wrangler YJ	13752.35	\$387.20	\$464.99	
Montana™ Top, Black Diamond, w/Skins, Tinted, 97-06 Wrangler TJ	13758.35	\$387.20	\$464.99	
Montana™ Top, Black Diamond, 10-18 Wrangler JK, 2-Door	13767.35	\$405.28	\$486.99	



13767.35

RUGGED RIDGE® PARACORD A-PILLAR/SEAT MOUNT HANDLES

We took the convenience and utility of our classic grab handle and added the trendy tactical styling of nylon parachute cord to create a cool new take on the original- the Rugged Ridge Paracord Grab Handle. Available in two versions, Windshield A-Pillar Grab Handles attach directly to the interior a-pillars (can also be used above the rear doors on JKU models) while Rear Seat Grab Handles attach to the headrest posts of your JK's front seats. Paracord Grab Handles come in pairs and are available in black or gray colors that look great with any color interior.

Description	Omix #	Jobber	LRAP	MSRP
Paracord A-Pillar/Seat Mount Handle, Black, 07-18 Wrangler JK	13305.82	\$27.76	\$24.99	\$33.99
Paracord A-Pillar/Seat Mount Handle, Gray, 07-18 Wrangler JK	13305.83	\$27.76	\$24.99	\$33.99



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RUGGED RIDGE® ELITE™ ANTENNA BASE KIT

Rugged Ridge Elite™ Antenna Base allows you to modernize the appearance of one of the most overlooked parts of your Jeep- the antenna! Featuring the same bold styling you've come to expect from our Elite™ line of accessories, the Elite™ Billet Antenna Base is built from high-quality die cast aluminum and is offered in a variety of premium finishes: a textured black powder coat, a vibrant red powder coat or a classic raw aluminum finish. Each Elite™ Billet Antenna Base comes with our versatile 6-inch Reflex antenna, mounting hardware and a gasket to help protect your paint's finish from damage. Make your JK truly stand out in a crowd- make it one of the Elite. Patent Pending.

Description	Omix #	Jobber	LRAP	MSRP
Elite Antenna Base with 6" Reflex Antenna, 07-18 Wrangler JK	17212.41	\$44.40	\$39.99	\$53.99



RUGGED RIDGE® FRAME KIT WITH FLIPPED DRAG LINK

The Rugged Ridge Frame Brace Kit w/ Flipped Drag Link is designed to resolve front end problems on lifted Wrangler JK models, particularly when lifts of 3-inches or more are installed. The frame brace kit relocates the track bar mounting points to help restore proper steering geometry, reducing front end movement and improving overall drivability. The Rugged Ridge Inverted Drag Link is designed to reposition the drag link above the steering knuckle to eliminate bumpsteer and increase crucial ground clearance. It may also eliminate the need for a drop pitman arm in some situations. NOTE: a 13/17-inch drill bit is required for installation.

Description	Omix #	Jobber	LRAP	MSRP
Frame Kit W/ Flipped Drag Link; 07-18 Wrangler JK	18205.30	\$444.40	\$399.99	\$533.99



OMIX-ADA® OE REPLACEMENT PARTS

Description	Omix #	Replaces	Jobber	MSRP
Exhaust Kit, 87-92 Jeep Wrangler YJ, 2.5L	17606.30		\$479.98	\$575.99
Exhaust Kit, 93-95 Jeep Wrangler YJ, 2.5L	17606.31		\$479.98	\$575.99
Exhaust Manifold, Left, 07-11 Jeep Wrangler, 3.8L	17626.01	4666024AC	\$111.98	\$134.99
Transfer Case Motor, 05-10 Jeep Grand Cherokee WK/XK, NVG254/146	18676.83	5143786AA	\$479.98	\$575.99
Cap, Wiper Arm, Rear, 99-04 Jeep Grand Cherokee WJ	19710.16	55077097AC	\$6.40	\$7.99
Windshield Wiper Motor, 00-01 Jeep Cherokee XJ	19715.11	55155297AB	\$95.98	\$115.99
Rear Wiper Motor, 97-01 Jeep Cherokee XJ	19715.12	55154944AB	\$191.98	\$230.99
Trim Panel, Bumper, Rear, Black, 15-18 Jeep Renegade BU	12682.27	5VX07XS9AA	\$143.98	\$172.99
Strap, Front to Rear Bow, Pair, 11-18 Jeep Wrangler JKU, 4Dr	13510.45	68068511AA	\$36.78	\$49.99
Engine Mount, Right, 02-05 Jeep Liberty KJ, 3.7L	17473.23	52059226AB	\$160.00	\$191.99
Push Pin, Front Bumper, 12-18 Jeep Wrangler JK	11620.61	6510734AA	\$2.00	\$2.99



YEAR-END HOLIDAY PROMO STARTS NOW!!!

In anticipation of an active holiday shopping season, we are combining our November and December promotions in one big fantastic sale!

We are running deep cuts on hundreds of our most popular items, and making smaller adjustments on many more, to hit that sweet spot for those holiday shopping budgets. We also have a major Black Friday / Cyber Week promo with staggering discounts, sure to get your customers' attention when you want it most!

As always, these deals can only be funded by getting marketing support in return for the discounts. We need your creative ideas for how these discounts can be used to drive your retail sales. We are looking forward to closing out 2017 with a bang. Contact your sales rep today to build a marketing package for these amazing deals!

*** There will be two jobber files for this month. One with the 2017 pricing and the other with 2018 pricing.

Please apply your trade discount to jobber prices to get your net cost.