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FOR IMMEDIATE RELEASE

DYERSBURG, TENNESSEE: Rough Country Suspension Systems announces the addition of a highly versatile suspension lift kit for Jeep JK. The 3.5" Series II Lift Kit is focused around drastically improving off-road performance without compromising highway ride quality. Engineered by Rough Country's Research and Development department, the 3.5" JK lift kit has been designed to mirror or exceed the quality of OEM equipment where possible while providing extra clearance and reinforced suspension components for off-road applications.

The kit includes both front and rear coil springs which have been factory tuned based on Jeep's stock spring rate allowing maximum off-road absorption while maintaining incredible highway handling. A drop pitman arm and track-bar bracket help promote proper geometry of drag link and steering parts once the vehicle is lifted. The innovative track-bar bracket also features an extra mounting hole for securing the infamous weak spot on the stock JK bracket. Rough Country's Series II Lift Kit also includes a pair of fixed lower control arms complete with an innovative High Clearance Design for optimum flex and OEM style rubber bushings that provide unparalleled vibration absorption. Debuting along with the 3.5" kit are a complete set of Rough Country's new N2.0 shocks which incorporate self-adjusting velocity sensitive valving. This technology allows for variations in resistance valving according to piston speed which allows for a super smooth highway ride and outstanding control in rugged off road situations from the same shock, without turning any knobs or shock removal for re-adjustment.

Formed in early 1970's, Rough Country Suspension® Products was a founder of the off-road industry and is one of the fastest growing manufacturers and marketers of lifted suspension packages and off-road accessories for 2wd and 4wd trucks and SUVs. Rough Country Suspension® Products is owned by Heckethorn Products® which boasts a rich history in the automotive aftermarket, including the invention of the first steering stabilizer for military Jeeps in the 1950s. As a complete supplier, Rough Country Suspension Products offers retailers, wholesalers, and consumers an opportunity to purchase easy to install off-road products the market is demanding.

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