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For Immediate Release

Rough Country® Introduces Performance 2.2 series Shock Absorbers

Larger Series Shock Absorbers Feature Technology for Today's Demanding On- and Off-Road Vehicles

Dyersburg, TN –Rough Country® has been manufacturing top quality suspension lift systems and shock absorbers for over thirty years. Rough Country is proud to announce the addition of the Performance 2.2 series shock absorbers to its' product line. The Performance 2.2 series shock absorbers are designed to meet the needs of demanding off-road enthusiasts while still giving the desired on-road ride.

Featuring a massive 41.4 mm diameter piston, the Performance 2.2 series shock absorber creates 40% larger displacement than traditional shocks and gives greater control and durability for off-road use. The enclosed gas shock is engineered to mount shaft end down reducing unsprung mass while optimizing handling but is capable of being mounted shaft end up as well.

Designed for vehicles with larger aftermarket tire/wheel combinations, the 2.2 series shock absorber contains an internal rebound disc spring for greater energy absorption during suspension extension. On the reverse side, an external jounce bumper creates greater energy absorption during suspension compression for added protection and durability.

The new Performance shock's large 2.2" diameter body allows for optimal oil flow as well as maintains a cooler core temperature thus improving overall performance. Coated in a metallic finish with two coats of clear, the Performance 2.2 series shock features a 17.5mm chrome hardened piston rod with micro pores, 50% larger than standard shock absorbers.

For more information on the new Performance 2.2 series shocks, please contact Rough Country Suspension Products at <http://www.roughcountry.com> or call **800-222-7023**. You may also contact an authorized Rough Country dealer. To find an authorized Rough Country dealer near you, please visit the "Dealer Locator" link at <http://www.roughcountry.com>.

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Formed in early 1970's, Rough Country Suspension® Products was one of the founders of the off-road industry and today is one of the fastest growing manufacturers and marketers of lifted suspension packages and off-road accessories for both 2wd and 4wd trucks and SUVs. Rough Country Suspension® Products is owned by Heckethorn Products®. Heckethorn Products® has a storied history in the automotive aftermarket that includes inventing the first steering stabilizer for military Jeeps in the 1950s. As a complete supplier, Rough Country Suspension Products offers retailers, jobbers, and consumer direct customers an opportunity to purchase the products that the market is demanding.