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FOR IMMEDIATE RELEASE

ROUGH COUNTRY® JEEP WRANGLER TJ 2.5” PROGRESSIVE COIL SPRING LIFT KIT

Dyersburg, TN – Rough Country always strives to design innovative suspension kits that are easy to install, perform great on and off-road and boasts market leading price. Rough Country’s newest suspension kit, the 2.5” Jeep TJ, continues with this company vision and builds on all of these qualities. This complete kit can be easily installed within 2-3 hours without any major modifications and will improve both ride quality and off-road performance. This kit is perfect for a daily driver that wants to run up to a 32” tire, and also wants to increase its off-road ability by increasing wheel travel and articulation. These gains are delivered by combining the new progressive rate coil springs with Rough Country’s highly reviewed performance 2.2 shock absorbers.

The new progressive rate coil springs are the key to giving a lifted Jeep a great ride without compromising stability. This functionality is accomplished by designing the first few coils to compress at 115 lbs per inch and progress to 160 lbs per inch during further compression. The first inch of compression reacts to smaller bumps common with on-road driving and the spring’s progressive qualities react when further compression is required.

Performance tuned shocks are essential to the ride quality and off-road performance of this kit. The Performance 2.2 shocks feature a massive 41.4 mm diameter piston and create a 40% larger displacement than traditional shocks to give greater control and durability for off-road use. Engineered to mount shaft end down, the enclosed gas shock reduces un-sprung mass but is also capable of being mounted shaft end up. 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 Performance 2.2 series shock features a 17.5mm chrome hardened piston rod with micro pores, 50% larger than standard shock absorbers and is coated in a metallic finish with two coats of clear.

For more information about the new 2.5” Jeep Wrangler TJ, please contact Rough Country Suspension® Products at <http://www.roughcountry.com> or call **800-222-7023 today!** You may also contact Rough Country® to find an authorized dealer near you, or visit the “Dealer Locator” link at <http://www.roughcountry.com>.

About Rough Country:

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 consumers an opportunity to purchase products the market is demanding.

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