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VIRAL TIKTOK SENSATION DOGGFACE GETS A TRUCK UPGRADE COURTESY OF 4 WHEEL PARTS

Compton, CA – 4 Wheel Parts (<https://www.4wheelparts.com/>) (IG: @4wheelpartsofficial), the largest retailer of 4x4 and off-roading products globally, announced they recently gifted several truck upgrades to Nathan “Dogface” Apodaca (IG: @dogface208). To take his 2021 Chevy Silverado Truck to the next level, the Boise, Idaho location of 4 Wheel Parts (4WP) retail store gave Dogface’s new truck a complete makeover, culminating in the perfect rigged out off-road vehicle that he can use in all of his outdoor adventures.

In fall 2020, Nathan "Dogface" Apodaca posted a video to his TikTok account showing him longboarding down the street and drinking the Ocean Spray Cran-Raspberry juice to Fleetwood Mac's "Dreams" after



his car broke down. Ocean Spray gifted him a truck after the video went viral and prompted impersonations using #DreamsChallenge. Over the past few months, Dogface has become a social media Influencer, with over 3 million Instagram followers.

“I just want to say my experience with 4 Wheel Parts has been awesome. When I got my truck back, it was like a brand-new truck. The look of it. The Stance... just everything about it, along with the service. It just went hand-in-hand and was overall a great experience,” says Nathan “Dogface”

Apodaca. “I can’t wait to bring my dad’s truck to them for more work. Thanks to everybody at 4 Wheel Parts!

To give his vehicle an upgrade, 4 Wheel Parts Boise store upgraded his new 2021 Chevy Silverado truck. They went all out from head to toe, adding a 4-inch Pro Comp suspension lift with new 20-inch 4WP Factory wheels wrapped in 35-inch 4WP Factory tires and even new power steps to make it easier to hop in.

“When the team here at 4 Wheel Parts watched the videos of Dogface, we just knew we wanted to connect with him,” says Joey DiGiovanni, Director of Marketing at 4WP. “I reached out to Dogface directly via IG and put him in touch with our 4WP Boise 4WP Store and talked to him about his dream truck and we knew we could make it a reality. We decided to use our 4WP Factory Tires & 4WP Factory Wheels to give more height and the ability to take his truck off-roading on his travels. Our 4WP installation experts did an amazing job to help build out Dogface’s dream truck. This partnership with Dogface also supported our ongoing efforts of outreach to millennial and Latinx audiences”



Watch the Doggface truck buildout on their [YouTube channel](#).

About 4 Wheel Parts

4 Wheel Parts is a powerhouse in the growing \$10-plus billion Jeep and truck accessory market. A division of Transamerican Auto Parts (TAP Worldwide, LLC), and acquired by Polaris Industries Inc. in 2016, 4WP sells and installs an extensive line of industry-leading aftermarket parts and accessories for off-road enthusiasts through 95 brick-and-mortar stores in North America and online at <http://www.4wheelparts.com> and <http://www.4wd.com>. More than 500 aftermarket auto brands are offered through 4WP, including off-road wheels, tires, suspensions, drivetrains, exterior/interior accessories, recovery equipment, lighting, electronics, replacement parts, and gear for the outdoor/camping lifestyle.