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## 4 WHEEL PARTS CELEBRATES 60<sup>th</sup> ANNIVERSARY CELEBRATION MONTH THROUGHOUT MARCH

*Promotions include in-store savings, vehicle displays, celebrity and influencer appearances and giveaways in their 95 retail locations*

Compton, CA – 4 Wheel Parts (<https://www.4wheelparts.com/>), the largest retailer of 4x4 and off-roading products globally, announces their 60<sup>th</sup> anniversary celebration throughout the month of March. To honor 60 years of passion and experience in the industry, 4 Wheel Parts is offering in-store celebrity appearances, limited time special sales and giveaway events in their 95 retail locations throughout the United States, along with a new product launch.



To celebrate 60 years of 4 Wheel Parts serving up the aftermarket off-road industry, they are offering customers a variety of ways to save throughout the month. The sale event will kick off the weekend of March 5-6<sup>th</sup> in-stores throughout the US and Canada and will include on-site appearances by legends in the off-road industry (e.g., 3-time KOH race winner Jason Scherer), as well as vehicle showcases at local 4WP stores (e.g., Diesel Bros 4WP custom rig at

Ogden 4WP Store), huge savings, doorbusters, and giveaways of 60<sup>th</sup> Anniversary commemorative 4WP T-Shirts.

As part of their 60<sup>th</sup> Anniversary sales, 4 Wheel Parts is announcing all their promotions:

- **LEAD OFFER: March 5-6: Customers save \$100 for every \$1,000 they spend**
- March 5-6: Save 10% off select Lift Kits
- March 5-6: Save up to \$250 on a set of 4 Tires
- Promotional 12mo 0% Financing on Purchases of \$3500+
- March 5-6: Customers get a Free Awning with every Smittybilt Tent purchase
- March 7-31: 15% OFF SMITTYBILT M1A2 BUMPERS & STEPS
- March 7-31: Save up to \$250 on a set of 4 Tires
- March 7-31: Save 15% on select M1A2 Bumpers & Side Steps
- March 7-31: Up to 50% Clearance Items



“The evolution of the off-road market over the past 60 years has been an incredible one to watch. From humble beginnings, 4 Wheel Parts opened for business in 1961 as Transamerican Auto Parts. Back then we sold replacement Jeep parts and accessories to small off-road shops and Jeep dealerships that were outfitting enthusiasts’ jeeps to explore the great American outdoors. The off-road industry was entirely different back then,” says Joey DiGiovanni, Director of Marketing at 4WP.

“From a mail order catalog on a kitchen table to the first two retail locations in 1976; 4 Wheel Parts has had a long journey,” he continues. “4 Wheel Parts has seen the industry evolve into a community of adventure and off-road enthusiasts who take their outfitted vehicles to an entirely new level and beyond what was ever imagined. No other company has customized more trucks and jeeps in the last 60 years than 4 Wheel Parts. We are proud of 60 years of serving our off-road customers to help them create their dream vehicles, and we look forward to what the next 60 years brings.”

For a full schedule of on-site celebrity and influencer appearances, please contact 4 Wheel Parts media contact directly at [holly@littlebirdboston.com](mailto:holly@littlebirdboston.com).

More information is available at: <https://www.4wheelparts.com> and all [60th anniversary specials are listed here](#).

### 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.

**ANNIVERSARY 4WP 60 years SINCE 1961 CELEBRATION**

**2 DAY ONLY SALE MARCH 5-6**

**4 WHEEL PARTS**

SAVE UP TO \$250 ON A SET OF 4 TIRES IN-STOCK & ROLLING

GET A FREE GEN2 8FT AWNING W/ QUALIFIED PURCHASE OF GEN2 OVERLANDING TENT

UP TO 12 MONTH PROMOTIONAL FINANCING + UP TO \$200 REBATE CERTAIN RESTRICTIONS APPLY

**SPEND MORE SAVE MORE!**

SAVE \$100 FOR EVERY \$1000 YOU SPEND!

60 YEARS OF PASSION AND EXPERIENCE 1961-2021

**ANNIVERSARY 4WP 60 years SINCE 1961 CELEBRATION**

**HUGE SAVINGS ALL MONTH LONG**

**4 WHEEL PARTS**

10% OFF SELECT LIFT KITS IN-STOCK & INSTALLED

OVERLANDING SEASON IS HERE NEW APOLLO BUMPERS & ACCESSORIES

SAVE UP TO \$250 ON A SET OF 4 TIRES IN-STOCK & ROLLING

SAVE 15% ON SELECT MTA2 BUMPERS & SIDE STEPS

**60 YEARS OF PASSION AND EXPERIENCE 1961-2021**