

Transamerican Auto Parts Returns With Key Sponsorships for 2016 King of the Hammers

Multiple [Transamerican Auto Parts](#) business divisions including off-road retailer 4 Wheel Parts, are returning as official event partners and sponsors for the 10th annual Ultra4 Nitto King of the Hammers in Johnson Valley, California. Transamerican Manufacturing Group (TMG) will sponsor numerous activities and events, including the Smittybilt Every Man Challenge, under the auspices of its numerous off-road and performance aftermarket companies that include Pro Comp, Rubicon Express, G2 Axle & Gear and Smittybilt.

Compton, California ([PRWEB](#)) January 11, 2016 -- Multiple [Transamerican Auto Parts](#) business divisions including off-road retailer 4 Wheel Parts, are returning as official event partners and sponsors for the 10th annual [Ultra4](#) Nitto King of the Hammers in Johnson Valley, California. Transamerican Manufacturing Group (TMG) will sponsor numerous activities and events, including the Smittybilt Every Man Challenge, under the auspices of its numerous off-road and performance aftermarket companies that include Pro Comp, Rubicon Express, G2 Axle & Gear and Smittybilt. The weeklong “Ultimate Desert Race” featuring multiple classes from motorcycles to the high horse powered Unlimited Class 4400 Ultra4 cars runs from January 30 – February 6, and includes 4 Wheel Parts’ sponsorship of the Ultra4 qualifying sessions for the 4400 main race and the Smittybilt Every Man Challenge on February 4.

Team 4 Wheel Parts racers Greg Adler, Brent Goegebuer and Kevin Adler are all slated to compete, with Greg Adler and Goegebuer in Friday’s 4400 marquee event and Kevin Adler running in the Every Man Challenge. As an official partner, 4 Wheel Parts will have a significant retail presence with their Showroom on Wheels providing parts and services for teams in addition to the tens of thousands of off-road enthusiasts expected to descend upon the region dubbed “Hammertown.” Parts and accessories such as tires, tow straps and winches will be available on-site along with expert advice from seasoned off-roaders.

“King of the Hammers continues to provide us with one of the most unique opportunities to engage with our customers right here in our back yard in Southern California,” says Greg Adler, who along with competing in the event, serves as President and CEO of TAP. “This has become one of the largest gatherings of off-roaders in the country and while the races themselves are the highlights of the week, the open desert and spectacular trails attract countless wheelers who make the pilgrimage out to Johnson Valley each year for Hammers. We are all looking forward to the 10th anniversary of this incredible event.”

Complementing its sponsorship of the King of the Hammers Stock Class, Pro Comp recently launched its new Tire Racing Program helmed by Kevin Adler, offering racers in various classes the opportunity to benefit from special pricing on select Xtreme MT2 tires. Rubicon Express is also sponsoring Modified division and for the first time, the Legends class will have a sponsor in G2 Axle & Gear.

“We are honored to have lent our support to King of the Hammers from the beginning,” says Chloe Eady, TMG Brands Marketing Manager. “We are excited for the numerous promotions we are running at the event along with the services our brands are providing such as free tire mounting from Pro Comp and drivetrain servicing provided by G2. With all of this in addition to Smittybilt’s return as the 2016 Every Man Challenge title sponsor, it’s going to be quite a week.”



The countdown to the 2016 King of the Hammers begins this Tuesday, January 12 as 4 Wheel Parts teams up with Ultra4 Racing to present the drawing for the [Smittybilt](#) Every Man Challenge at its Compton 4 Wheel Parts location.

About Transamerican Auto Parts: Transamerican Auto Parts is the world's leading manufacturer, wholesaler, and retailer of aftermarket parts and accessories for trucks, Jeeps and SUVs, including off-road tires and wheels and [Jeep Wrangler bumpers](#). Transamerican operations are comprised of 72 4 Wheel Parts retail locations in North America, Transamerican Wholesale sales and distribution, Dealer Services International and the Transamerican Manufacturing Group which includes Smittybilt, Rubicon Express, G2 Axle & Gear, Pro Comp, LRG Wheels and Poison Spyder Customs. We Sell It. We Own It. We Live It. For more information about Transamerican Auto Parts, Dealer Services International and Transamerican Manufacturing Group, please visit: transamericanautoparts.com.



Contact Information

David Beran

Transamerican Auto Parts

<http://transamericanautoparts.com/>

+1 (310) 900-3882

Patrick Wagenbrenner

Transamerican Auto Parts

<http://transamericanautoparts.com/>

310-900-8731

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