

## **Team 4 Wheel Parts Rolling Out to 2016 King of the Hammers in Force**

*Team [4 Wheel Parts](#) is competing in the Ultra4 Nitto King of the Hammers in full force at Johnson Valley, California and 4 Wheel Parts retail operations will be onsite during the event from January 30 – February 6. President/CEO Greg Adler and Event and Advertising Director Brent Goegebuer are slated to race in the marquee, 4400 event this Friday, February 5 while Pro Comp's Kevin Adler will run the Smittybilt Every Man Challenge the day before.*

Compton, California ([PRWEB](#)) February 03, 2016 -- Team [4 Wheel Parts](#) is competing in the Ultra4 Nitto King of the Hammers in full force at Johnson Valley, California and 4 Wheel Parts retail operations will be onsite during the event from January 30 – February 6. President/CEO Greg Adler and Event and Advertising Director Brent Goegebuer are slated to race in the marquee, 4400 event this Friday, February 5 while Pro Comp's Kevin Adler will run the Smittybilt Every Man Challenge the day before. 4 Wheel Parts will also return in its capacity as an official event partner, sponsor and vendor for the 10th annual installment of the "Ultimate Desert Race."

"Hammers provides us with an ideal opportunity to demonstrate that 4 Wheel Parts uses what we sell in the most extreme environment while we spend the week connecting with the multitudes of off-road racing enthusiasts who gather out at Means Dry Lake," says Greg Adler. "We look forward to battling with this incredibly competitive field at Hammers each year and pushing ourselves and our vehicles to the limit."

In Friday's main Unlimited Class race, Greg Adler will helm his #210 Unlimited [Ultra4](#) car and Goegebuer will race in the same division in car #4473. Adler's car now features a newly developed sheet metal body along with a custom built WARN winch. Both of the Team 4 Wheel Parts competitors will be running a BFGoodrich tire developed exclusively for the unique racing environment at Hammers. Kevin Adler will compete in car #4602 in the 4600 Stock Class of the Smittybilt Every Man Challenge, sporting Pro Comp Xtreme MT2 tires, Vapor Pro beadlock wheels, Mastercraft impact racing seats and seatbelts and a Smittybilt winch and recovery products.

Prerunning the courses took place this past weekend to provide drivers a chance to familiarize themselves with the challenges facing them. With its multiple race classes and events, King of the Hammers has garnered a reputation for an astronomical rate of attrition. Team 4 Wheel Parts drivers will now set out to improve on the previous year's performance and apply the knowledge they've gained to land amongst the elite who are fortunate to glimpse the finish line checkered flag.

4 Wheel Parts will sponsor the Ultra4 qualifying sessions for the 4400 main race held on Tuesday and Wednesday. In anticipation of El Niño posing the threat of rain, 4 Wheel Parts recently announced that it will be the exclusive retailer of Mavcoat Steel Shield at King of the Hammers. The 4 Wheel Parts Showroom on Wheels will make an appearance at the event to supply the tens of thousands of off-road enthusiasts with premium truck, SUV and [Jeep accessories](#) and parts.

About 4 Wheel Parts: 4 Wheel Parts is the global leader in off-road truck, Jeep and aftermarket performance products. With 72 locations across North America and growing, 4 Wheel Parts Service Centers install all the products they sell. Maintaining the nation's largest inventory of off-road parts like [all-terrain tires](#), wheels, lift kits and lights, 4 Wheel Parts serves customers across the country and around the globe. Life is Better Off-Road™. Visit them at [4wheelparts.com](#) or call toll-free 877-474-4821.



About King of the Hammers: Described as Burning Man for gearheads and the toughest off-road event on the planet, the Nitto King of the Hammers pits Ultra4 racers side-by-side and two at a time through nearly 200 miles of desert and rocks in Johnson Valley, California. Racers are required to reach the finish line in less than 14 hours, making it the “Ultimate Desert Race.” The annual lineup of weeklong events draws over 60,000 spectators and over 500,000 online viewers.



**Contact Information**

**David Beran**

4 Wheel Parts

<http://4wheelparts.com/>

+1 310-900-3882

**Patrick Wagenbrenner**

4 Wheel Parts

<http://4wheelparts.com/>

310-900-8731

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