

4 Wheel Parts Bakersfield, California Store Staging Grand Reopening Celebration

4 Wheel Parts, the global leader in off-road performance product sales and installation, is staging a Grand Reopening Celebration at its Bakersfield, California retail location this Saturday, March 12. The event will feature hourly giveaways of 4x4 products, exclusive discounts on premium aftermarket parts and accessories, show rig displays and a chance to win a \$500 shopping spree.

Compton, California ([PRWEB](#)) March 10, 2016 -- [4 Wheel Parts](#), the global leader in off-road performance product sales and installation, is staging a Grand Reopening Celebration at its Bakersfield, California retail location this Saturday, March 12. The event will feature hourly giveaways of 4x4 products, exclusive discounts on premium aftermarket parts and accessories, show rig displays and a chance to win a \$500 shopping spree. The upgraded showroom is 5,000 square feet with displays of popular off-road products and adjacent state-of-the-art service bays.

“The customers love the new showroom and have told us it’s more user-friendly,” says Bakersfield Store Manager Drew Brichford. “They can actually put their hands on parts from multiple brands like bumpers from Poison Spyder, Smittybilt, ARB and Fab Fours.”

Admission is free to the celebration that runs from 9 a.m. – 5 p.m. and a host of family-friendly activities are on tap for the event. The store is teaming up with DUB Magazine’s sister publication LFTD & LVLG Magazine and Monster Energy to sponsor the Monsters and Tacos Truck & Jeep Meet. Nitto is presenting \$200 prizes for the Best Jeep and Best Truck of Show. Local 4x4 clubs Infectious Off-Road, 4x4 Him, the Bakersfield Trailblazers and Off-R-Rockers will be onhand.

There will also be a car crush and customers who purchase a lift kit/wheel/tire package or a minimum order of \$5,000 worth of merchandise have an opportunity to dunk their salesperson in a dunk tank. A \$500 4 Wheel Parts gift certificate giveaway will occur in the afternoon and ASE-certified technicians will be onsite performing installations with exclusive pricing on select parts purchased at the event.

The retail location joins 4 Wheel Parts’ 74 stores throughout North America. The Bakersfield store will be served by Transamerican Auto Parts’ Compton, California distribution center.

What: 4 Wheel Parts Bakersfield Grand Reopening Celebration

When: Saturday, March 12 from 9 a.m. – 5 p.m.

Where: 3001 Auto Mall Drive #201

Bakersfield, CA 93313

(661) 836-6443

About 4 Wheel Parts 4 Wheel Parts is the global leader in off-road truck, Jeep and aftermarket performance products. With 74 locations across the U.S. and Canada and growing, 4 Wheel Parts Service Centers install all the products they sell. Maintaining the nation’s largest inventory of off-road tires, [Mickey Thompson wheels](#), lift kits and [Jeep accessories](#), 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.



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