

4 Wheel Parts Named Official SCORE Partner for 2016 World Desert Championship

[4 Wheel Parts](#), the global leader in off-road performance product sales and installation, has signed an agreement to be an Official Partner for the 2016 SCORE World Desert Championship. The agreement allows 4 Wheel Parts retail operations and their associated product divisions and social media platforms to be part of shared SCORE race and custom content video programs for viewing in retail show rooms.

Compton, California ([PRWEB](#)) May 28, 2016 -- [4 Wheel Parts](#), the global leader in off-road performance product sales and installation, has signed an agreement to be an Official Partner for the 2016 SCORE World Desert Championship. The agreement allows 4 Wheel Parts retail operations and their associated product divisions and social media platforms to be part of shared SCORE race and custom content video programs for viewing in retail show rooms.

"Off-Road racing is steeped in the DNA of 4 Wheel Parts and with the advance of SCORE International's multiple content channels this is an exciting partnership for our brand," said 4 Wheel Parts President and CEO, Greg Adler. "We look forward to utilizing this platform to join not only the thousands of passionate desert racing fans, but to develop a stronger connection to the teams and support crews who are the backbone of the sport."

"We are excited to add another powerful brand to the growing list of our SCORE family of sponsor partners," said SCORE Sales and Marketing Director Jim Ryan. "4 Wheel Parts and their large and expanding retail operations and customer base will enhance the already strong marketing and promotional assets that SCORE has now developed."

Per the agreement, SCORE International race promotions as well as continuing SCORE SEMA Baja 1000 Qualifier ticket allocation promotions will be available exclusively at the Las Vegas 4 Wheel Parts location.

"Together, our two companies can increase the exposure level of the SCORE World Desert Championship series to our global fan base," added Ryan. "Further, it will provide 4 Wheel Parts increased exposure for all their brands to SCORE's industry leading connections to the Off-Road Motorsports and performance global enthusiast base."

The announcement comes just prior to the 48th anniversary of the SCORE Baja 500 held June 1-5. Over 250 entries are expected at the start line for the 477.52-mile loop race course that starts and finishes in Ensenada, Mexico. The green flag on Saturday (June 4) will drop first for the motorcycles and quads at 5:30 a.m. and at approximately 10 a.m. for the cars, trucks and UTVs. There is a 21-hour time limit in the elapsed-time race to become an official finisher.

About 4 Wheel Parts

4 Wheel Parts is the global leader in off-road truck, Jeep and aftermarket performance products. With 75 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, [bumper guards](#), lift kits and [light bars for](#)



[trucks](#), 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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