

4 Wheel Parts Celebrating 75th Store Grand Opening in Richmond, Virginia

This Saturday, July 16, [4 Wheel Parts](#) will hold the grand opening celebration for its newest retail store in Richmond, Virginia. The official opening of this 75th retail location represents a new milestone for the global leader in off-road performance product sales and installation.

Compton, California ([PRWEB](#)) July 15, 2016 -- This Saturday, July 16, [4 Wheel Parts](#) will hold the grand opening celebration for its newest retail store in Richmond, Virginia. The official opening of this 75th retail location represents a new milestone for the global leader in off-road performance product sales and installation. With the company in the midst of an aggressive North American expansion, the event comes on the heels of recent grand openings in Jacksonville, Florida and Langley, BC, Canada.

“We’re truly humbled by the growth that we’ve experienced in recent years,” said 4 Wheel Parts President and CEO, Greg Adler. “Through the support of tremendous communities and, of course, passionate off-road enthusiasts, we are proud to reach this milestone with the opening of our newest 4 Wheel Parts store in Richmond, Virginia. This company began with a catalog at the kitchen table and for us to now be opening this 75th store is exceedingly rewarding.”

Led by Brandon Holmberg, who has been tapped to manage the new location, 4 Wheel Parts Richmond will be opening its doors to customers on Saturday morning to an immaculate, state-of-the-art showroom featuring installation facilities outfitted with cutting-edge equipment and the industry’s most advanced diagnostic tools.

“This is a very special store and opening the 75th 4 Wheel Parts location is an incredible opportunity for us here in Richmond,” said Holmberg, an industry veteran. “It’s a wonderful community to be a part of and whether someone is a hardcore off-roader or a truck, Jeep or SUV owner seeking accessories for their daily driver, we look forward to providing expert advice and the largest selection of parts and accessories in the business.”

Saturday, guests will be treated to a family-friendly, atmosphere with the special opportunity to discover products from many leading manufacturers while participating in activities that include live remote radio broadcasts, hourly giveaways, vendor and vehicle displays along with complimentary Southern BBQ.

“We’re thrilled to be joined by our friends from the RVA Rock Crawlers along with the Virginia 4 Wheel Drive Association as we showcase our new store,” added Holmberg.

The free gathering will offer discounted grand opening specials on a spectrum of truck parts and [Jeep accessories](#) while onsite, ASE-certified technicians will provide installation discounts on select parts.

What: 4 Wheel Parts - Richmond, Virginia Grand Opening Celebration

When: Saturday, July 16 from 9 a.m. – 5 p.m.

Location: 4 Wheel Parts - Richmond, Virginia

8400 Midlothian Turnpike, Suite B

Richmond VA 23235

804-272-1216

Free Admission



About 4 Wheel Parts 4 Wheel Parts is the global leader in truck, Jeep, SUV and off-road 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, [Mickey Thompson wheels](#), lift kits and [Warn winch parts](#), 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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