

4 Wheel Parts Store Celebrating Boise, Idaho Grand Opening

[4 Wheel Parts](#), the global leader in off-road performance product sales and installation, is revealing its brand new Boise, Idaho location with a family-friendly grand opening celebration on Saturday, June 3. The free event, located on 8001 Franklin Rd., officially unveiling the retailer's 79th North American location, will feature special grand opening discounts, installation specials and multiple giveaways throughout the day.

([PRWEB](#)) June 01, 2017 -- 4 Wheel Parts, the global leader in off-road performance product sales and installation, is revealing its brand new Boise, Idaho location with a family-friendly grand opening celebration on Saturday, June 3. The free event, located on 8001 Franklin Rd., officially unveiling the retailer's 79th North American location, will feature special grand opening discounts, installation specials and multiple giveaways throughout the day.

As it opens its doors to the brand new state-of-the-art showroom and service bay, 4 Wheel Parts introduces its unique off-road shopping concept in person in addition to other activities.

"We are thrilled to address the demand from our on-line and mail-order customers with this brand new retail location here in Boise," says 4 Wheel Parts Regional Manager, Mike Abbiati. "Our showroom offers the aftermarket industry's most comprehensive selection of truck, Jeep and SUV parts and accessories in a user-friendly environment. Now customers in Boise have the opportunity to choose the best products for their vehicle with the assistance of our experts and will be confident with the peace of mind that comes with service and installation being performed right here onsite by our ASE-certified technicians."

The grand opening celebration will feature the full staff of 4x4 experts offering advice for potential builds and upgrades while visitors can partake in a number of activities including a bounce house, rock climbing wall, street tacos and an RTI ramp competition. Attendees will be treated to a variety of giveaways throughout the day concluding with a \$1,000 4 Wheel Parts shopping spree to one lucky winner. In addition to one-time-only event specials, ASE-certified technicians will be onsite providing installation discounts on select products purchased.

"From rock crawling to open deserts and mountain trails, this region offers such a diverse array of opportunities for off-roading," says Store Manager, Nick Becket. "There will be plenty to see and do and with Idaho 4X4 and the Early Bronco Club of Idaho here showing off their rigs, there will be plenty of ideas for that next build or upgrade. We are looking forward to continuing to meet off-roaders and enthusiasts at the event and sharing with them what 4 Wheel Parts is really all about."

What: 4 Wheel Parts Grand Opening Celebration

When: Saturday, June 3 - 9 a.m. – 5 p.m.

Location: 8001 Franklin Rd., Boise, ID 83709, (208) 321-5085

Free Admission

About 4 Wheel Parts

4 Wheel Parts is the global leader in truck, Jeep, SUV and off-road performance products. With 79 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 all-terrain tires, wheels, suspension products and bumper guards, 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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