

4 Wheel Parts Truck & Jeep Fest Rocks Denver, Colorado This Weekend

[4 Wheel Parts](#), the global leader in off-road performance product sales and installation, will hold its next Truck & Jeep Fest this weekend July 9-10 in Denver, Colorado. The Denver Merchandise Mart will be the site of North America's largest touring off-road show including factory-direct pricing, aftermarket product demonstrations and giveaways, custom 4x4s on display and exclusive installation discounts.

Compton, California ([PRWEB](#)) July 07, 2016 -- [4 Wheel Parts](#), the global leader in off-road performance product sales and installation, will hold its next [Truck & Jeep Fest](#) this weekend July 9-10 in Denver, Colorado. The Denver Merchandise Mart will be the site of North America's largest touring off-road show including factory-direct pricing, product giveaways, custom Jeeps, trucks and 4x4s on display and exclusive installation discounts.

The event will take place in the Merchandise Mart Pavilion, the facility's largest convention area with over 65,000 square feet of exhibition space. The Denver Merchandise Mart is located off of the 58th Avenue exit, just 15 minutes north of Denver's downtown civic center and 25 minutes west of Denver International Airport.

"The Truck & Jeep Fest is our annual two-day summertime show where local off-roaders can find incredible deals on leading products along with discounted scratch and items, enter for a chance to win a \$500 shopping spree and take advantage of free mounting and balancing on select tire purchases," says Jeremy Huskey, Denver 4 Wheel Parts store manager. "We're going to have family friendly activities in addition to displays featuring custom trucks and Jeeps and clubs including the Mile-Hi Jeep Club of Colorado will be on-site." Mile-Hi will be promoting its upcoming 50th All-4-Fun mountain Jeep event from July 30 – August 6 this year in Empire, Colorado.

4 Wheel Parts will be featuring over \$500,000 of on-site inventory with top manufacturer representatives in attendance to provide customers with professional insight and technical support on the latest innovations in the performance off-road aftermarket. Expert advisors from 4 Wheel Parts' three nearby retail locations in Denver, Westminster and Colorado Springs will also be present to assist off-road enthusiasts seeking premium aftermarket parts and accessories for their trucks, Jeeps and 4x4s.

"With incredible trails and stunning, picturesque scenery, it's no surprise that there are so many passionate off-road enthusiasts from the Denver area and surrounding region," says 4 Wheel Parts Events and Advertising Director, Brent Goegebuer. "We know that this is the one time of year that local off-roaders are able to see firsthand the latest off-road innovations while being able to visit with industry authorities in a casual environment. They have also discovered Truck & Jeep Fest is a remarkable opportunity to secure some of the best deals of the year on many of our most popular products."

Denver is the seventh stop of the touring show that spotlights custom trucks and Jeeps, manufacturer reps, installation discounts and aftermarket product demonstrations. This year's tour also includes a visit to Orlando, Florida with an added show in Columbiana, Ohio. Sites that have hosted events this year are Dallas, Texas, San Mateo, California, Honolulu, Hawaii, Puyallup, Washington, Edmonton, Canada and Ontario, California.

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 [Nitto tires](#), wheels and [hi lift jacks](#), 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.

What: Denver Truck & Jeep Fest – Free Admission

Where: 451 East 58th
Denver, CO 80216-8470

When: Saturday, July 9, 2016 10 a.m. - 4 p.m.
Sunday, July 10, 2016 11 a.m. - 4 p.m.



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