

4 Wheel Parts UTVUnderground Garage to Invade Sand Sports Super Show

[4 Wheel Parts](#), the global leader in off-road performance product sales and service has released further details of its upcoming launch into the immensely popular UTV retail marketplace in collaboration with influential UTV Internet portal, UTVUnderground. The alliance, uniting the off-road performance products sales and distribution powerhouse with the Internet's leading resource for UTV-related content and information, has resulted in the forthcoming introduction of 4 Wheel Parts UTVUnderground Garage – the ultimate UTV parts and accessory shopping experience.

Compton, California ([PRWEB](#)) September 13, 2016 -- [4 Wheel Parts](#), the global leader in off-road performance product sales and service has released further details of its upcoming launch into the immensely popular UTV retail marketplace in collaboration with influential UTV Internet portal, UTVUnderground. The alliance, uniting the off-road performance products sales and distribution powerhouse with the Internet's leading resource for UTV-related content and information, has resulted in the forthcoming introduction of 4 Wheel Parts UTVUnderground Garage – the ultimate UTV parts and accessory shopping experience. The retail marketplace will provide UTV owners enhanced safety, performance and customization with a singular destination backed by 4 Wheel Parts' industry leading product selection, installation, customer service and nationwide distribution.

With the official launch of the 4 Wheel Parts UTVUnderground Garage at the Sand Sports Super Show September 16-18 at the Orange County Fair and Events Center in Costa Mesa, CA, consumers will have the first opportunity to experience the comprehensive selection of UTV parts and accessories available.

The move into the UTV aftermarket is a natural fit for the off-road retailer explains 4 Wheel Parts Chief Operating Officer, Rich Botello. "The off-road landscape continues to evolve," said Botello. "Whether they're out on the trail, the dunes or headed out to a favorite hunting or fishing spot, UTVs provide a unique level of accessibility and affordability for consumers with all levels of off-road driving experience. We're well positioned to service these consumers with the infrastructure we've built and the expertise we've acquired over 55 years in the off-road performance and accessory business." This infrastructure includes 75 retail and installation locations, e-commerce and mail order services, same day pick up or next day delivery and over \$125M in inventory of products for off-road enthusiasts.

Visitors to the Sand Sports Super Show will have the opportunity to visit the new 4 Wheel Parts UTVUnderground Garage display which will be overflowing with the latest products from Rigid Industries, Cagewrx, Walker Evans Racing, Cognito Motorsports, FOX SHOX, SDR Motorsports, Tensor Tires, Method Race Wheels, HCR Racing, Nelson & Nelson, MSA Wheels, EFX Tires, Sand Tires Unlimited, BFGoodrich, Factory UTV, King Shocks, PRP Seats, Simpson, K&N Engineering, Racepak, Trinity Racing, HMF, Vision-X, Gorilla Whips, PCI Communications, SSV Works, Mob Armor, Axia Alloys, Assault Industries, Grant Steering Wheels, Motor Master Powersports and more.

The 4 Wheel Parts UTVUnderground Garage booth will also feature four newly built custom vehicles showcasing parts and accessories available through The Garage. These four unique builds represent the wide range of UTV performance and capabilities for the desert and the dunes.

“With these four custom builds we wanted to illustrate that in addition to finding the latest UTV parts and accessories via 4 Wheel Parts UTVUnderground Garage, you can also drop your UTV off and have it built without the hassle of chasing down parts and installers,” said Joey DiGiovanni, Founder and CEO of UTVUnderground.com. “We have now made it easy for UTV enthusiasts to customize their UTVs.”

The 4 Wheel Parts UTVUnderground Garage at the Sand Sports Super Show can be found inside the blue gate entrance. Don’t miss this unique opportunity to check out the custom builds and the best selection of the newest UTV parts and accessories.

4 Wheel Parts, UTVUnderground and Polaris RZR are celebrating the launch of The UTVUnderground Garage with a kickoff party at the Sand Sports Super Show booth Friday night September 16 at 6 p.m. It will include free drinks, music, merchandise giveaways and more and UTV enthusiasts are welcome to attend.

What: 4 Wheel Parts UTVUnderground Garage
Where: Sand Sports Super Show
OC Fair and Events Center - Costa Mesa, CA
Inside by the Blue Gate Entrance
When: September 16-18

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, wheels, suspension products and 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

About UTVUnderground.com:

The world's fastest growing all-inclusive UTV site contributed to by both enthusiasts and manufacturers alike. UTVUnderground is the go-to site for fresh, original content and is known for its dedication to hosting all of the latest news and insight surrounding the UTV culture. Thousands of monthly visitors from over 100 different countries around the world go to UTVUnderground.com for their daily dose of UTV news and information.



Contact Information

Patrick Wagenbrenner

4 Wheel Parts

<http://4wheelparts.com>

+1 310-900-8731

David Beran

4 Wheel Parts

<http://4wheelparts.com>

310-900-3882

Online Web 2.0 Version

You can read the online version of this press release [here](#).