

## **New 4 Wheel Parts Store in Loveland, Colorado Holding Grand Opening Celebration**

*[4 Wheel Parts](#), the global leader in off-road performance product sales and installation, is staging a Grand Opening celebration at its newest retail store in Loveland, Colorado this Saturday, December 10. Admission is free and the all-day event will feature exclusive onsite discounts on premium aftermarket products, show rigs on display and hourly giveaways with a \$1,000 shopping spree grand prize.*

Compton, California ([PRWEB](#)) December 08, 2016 -- [4 Wheel Parts](#), the global leader in off-road performance product sales and installation, is staging a Grand Opening celebration at its newest retail store in Loveland, Colorado this Saturday, December 10. Admission is free and the all-day event will feature exclusive onsite discounts on premium aftermarket products, show rigs on display and hourly giveaways with a \$1,000 shopping spree grand prize.

The family-friendly atmosphere will give attendees hands on access to top truck, Jeep and SUV products from leading manufacturers including Smittybilt, Bestop and [Poison Spyder](#). Additionally, ASE-certified 4 Wheel Parts technicians will be performing installations with exclusive pricing on select products purchased at the celebration.

“4 Wheel Parts sought out and found the ideal location to expand our retail footprint into the Fort Collins region,” says 4 Wheel Parts President and CEO Greg Adler. “We are excited to grow our tremendous relationship with the off-road community here in Colorado and look forward to servicing enthusiasts with this great new 4 Wheel Parts store.”

The celebration will feature hourly giveaways including a set of wheels and a set of shocks, a winch and a [hi-lift jack](#) along with the grand prize giveaway of a \$1,000 4 Wheel Parts gift certificate at 4 p.m.

“We’re going to have a mobile dyno to measure horsepower, a mechanical bull and off-road brands TMG, Wheel Pros, MHT Wheels, Bestop, Spidertrax and Riddler will be attending,” says Loveland Store Manager Shaun Schultz. “People are extremely excited we’re in the area of Northern Colorado and it’s a region where people really like to shop local with a reach extending to Cheyenne, Wyoming.”

The new location joins 4 Wheel Parts’ retail stores across the North America, which currently total 76. The Loveland location will be served by Transamerican Auto Parts’ Denver, Colorado distribution center.

What: 4 Wheel Parts Loveland, Colorado Grand Opening Celebration

When: Saturday, December 10 from 9 a.m. – 5 p.m.

Where: 3686 Draft Horse Dr.

Loveland, CO 80538

About 4 Wheel Parts

4 Wheel Parts is the global leader in truck, Jeep, SUV and off-road performance products. With 76 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 [Nitto 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](http://4wheelparts.com) or call toll-free 877-474-4821.



**Contact Information**

**David Beran**

4 Wheel Parts

<http://4wheelparts.com>

+1 310-900-3882

**Patrick Wagenbrenner**

4 Wheel Parts

<http://4wheelparts.com>

310-900-8731

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