

4 Wheel Parts Celebrating Phoenix Location Grand Reopening

[4 Wheel Parts](#), the global leader in off-road performance product sales and installation, is holding a grand reopening celebration at its Phoenix, Arizona location this Saturday, April 22. The family-friendly event featuring discounts, installation specials and giveaways, officially announces the unveiling of the newly remodeled interactive off-road retail store that has been serving the valley for the past twelve years.

([PRWEB](#)) April 21, 2017 -- 4 Wheel Parts, the global leader in off-road performance product sales and installation, is holding a grand reopening celebration at its Phoenix, Arizona location this Saturday, April 22. The family-friendly event featuring discounts, installation specials and giveaways officially announces the unveiling of the newly remodeled interactive off-road retail store that has been serving the valley for the past twelve years. The celebration will provide visitors a chance to see the freshly renovated store featuring its new state-of-the-art showroom and service bays.

The free event this Saturday provides attendees the opportunity to experience 4 Wheel Parts' modern off-road shopping concept in person in addition to a full slate of activities throughout the day. The brand new showroom offers the off-road aftermarket industry's most intuitive display of truck, Jeep and SUV parts and accessories in an interactive environment.

"With this, our most recent store remodel, we've nearly doubled the size of our showroom," said 4 Wheel Parts Regional Manager, Peter Gutierrez. "The increase allows us to have close to twice the number of products on display which will let customers familiarize themselves with the differences between various parts in person as they visualize how they will appear installed on their own vehicles."

The full 4 Wheel Parts team of experts will be on hand to provide advice while ASE-certified technicians will be onsite with special installation discounts on selected products purchased being offered for the occasion.

"We are thrilled to hold our grand reopening as celebration for the entire community," said Store Manager, Glen Gruettke. "Some of our most popular vendors such as Lucas Oil Products, Rancho Suspension, Wheel Pros, MHT Wheels, Method Race Wheels, Artec Industries, Rigid Lighting and Addicted Desert Designs will be here to display their latest products and custom vehicles. Many have supplied some awesome giveaway and promotional products that we'll be handing out throughout the day including two pairs of tickets to Sunday's Lucas Oil Off Road race in Chandler. We're going to have a bounce house and waterslide for the kids to enjoy and complimentary lunch along with drinks from Monster Energy from 11 a.m. until 1 p.m. It's going to be quite a party."

Activities also include a newly built rock garden where customers will be able to put their own vehicles to the test along with display vehicles from prolific off-road Trophy Truck builders, the Geiser Brothers and Ultra4 King of the Hammers Champion, Shannon Campbell. A multitude of off-road enthusiasts from the area's Jeep, Toyota and Nissan Xterra clubs are anticipated to be in attendance as they showcase some of the region's most capable off-road vehicles.

"We have had an incredible level of support from the off-road community here for the last twelve years," said Gruettke. "It's exciting for us to share this occasion as we open the doors to our brand new 4 Wheel Parts store here in Phoenix."



What: 4 Wheel Parts Grand Reopening Celebrations

When: Saturday, April 22 from 9 a.m. – 5 p.m. Free Admission

Locations: Phoenix, Arizona

2202 South 7th St..

Phoenix, AZ. 85034

602-218-4760

About 4 Wheel Parts

4 Wheel Parts is the global leader in truck, Jeep, SUV and off-road performance products. With 78 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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