

## **4 Wheel Parts Announces Sponsorship of the Troy Lee Designs Red Bull KTM Supercross/Motocross Team**

*4 Wheel Parts (4WP), the global retail leader in leader in truck, Jeep, ATV/UTV and off-road performance products, is proud to announce a sponsorship agreement with the Troy Lee Designs Red Bull KTM Supercross/Motocross Team (TLD) as they tackle the 2019 Monster Energy AMA Supercross, an FIM World Championship.*

COMPTON, Calif. ([PRWEB](#)) January 04, 2019 -- 4 Wheel Parts (4WP), the global retail leader in leader in truck, Jeep, ATV/UTV and off-road performance products, is proud to announce a sponsorship agreement with the Troy Lee Designs Red Bull KTM Supercross/Motocross Team (TLD) as they tackle the 2019 Monster Energy AMA Supercross, an FIM World Championship.

“4WP is thrilled to support and be part of the Troy Lee Designs Motocross/Supercross program in 2019, “ said Joey DiGiovanni, 4WP Director of Creative Marketing & Partnerships. “Motocross is important too, and in many ways the foundation for many in the off-road community. We have a strong base of customers who live the MX lifestyle, and Troy Lee Designs is a brand that we are proud to align with to show our support of the sport that so many of us respect and enjoy. We wish the entire TLD race team good luck as they take on the 2019 race season.”

“We are super stoked to be partnering with 4WP as they are a premier company in the world of off-road,” said Troy Lee, TLD's founder. “This partnership makes a lot of sense seeing we both like to play in the dirt. I can’t thank 4WP enough for helping the Team work towards a championship.”

4 Wheel Parts is a powerhouse in the growing \$10-plus billion Jeep and truck accessory market and this partnership signals a new commitment to bind the entire powersports community together. A division of Transamerican Auto Parts (TAP Worldwide, LLC), and acquired by Polaris Industries Inc. in 2016, 4WP sells and installs an extensive line of industry-leading aftermarket parts and accessories for off-road enthusiasts through 91 brick-and-mortar stores in North America. More than 500 aftermarket auto brands are offered through 4WP, including off-road wheels, tires, suspensions, drivetrains, exterior/interior accessories, recovery equipment, lighting, electronics, replacement parts and gear for the outdoor/camping lifestyle.

TLD will be represented in 2019 by West Coast riders Shane McElrath and Sean Cantrell. McElrath finished fourth in the West Coast series for the 2018 Supercross season. The traditional opening round in Anaheim has been good to the Canton, NC native as he has taken first place the past two years and is looking to do again in 2019. Cantrell, whose home town is Newbury Park, CA, is excited to be switching coasts this year. His best finish occurred last year in Minneapolis where he just missed the podium at fourth place. He finished in seventh place overall in the 2018 East Coast Supercross Series.

Jordan Smith and Mitchell Falk will represent TLD in the East Coast series in 2019. Smith finished in second place in the East Coast Supercross Series last year and the Belmont, NC native is looking to stand atop the podium at the first 2019 East Coast race in Minneapolis. Falk hails from Costa Mesa, CA and 2019 will mark his rookie season in Supercross.

“I’m excited to have 4WP come on as a sponsor this year,” said McElrath. “They make some pretty cool parts to be put to use in the dirt and I can’t wait to get my hands on some. I think this partnership is a perfect fit for



our team and I look forward to working together.”

The 2019 schedule kicks off at Angel Stadium in Anaheim, CA on January 5, 2019 and winds across the country before wrapping up on May 4, 2019 in Las Vegas, NV. Events will be televised on NBCSN and online.

Images and copy: [http://bit.ly/4WheelParts\\_TLD](http://bit.ly/4WheelParts_TLD)

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