

## **4 Wheel Parts President & CEO Greg Adler Goes Undercover on "UNDERCOVER BOSS," Friday, Feb. 5 on CBS**

*Greg Adler, President and CEO of [4 Wheel Parts](#), the global leader in truck, Jeep, SUV and off-road tires, wheels, lift kits and accessories, goes undercover to meet the employees who keep the company on the right track, on UNDERCOVER BOSS, Friday, Feb. 5 (8:00-9:00 PM, ET/PT) on the CBS Television Network. During his undercover mission, Adler worked alongside employees performing a variety of jobs that represent key aspects of the company's retail sales and distribution operations.*

Compton, California ([PRWEB](#)) February 01, 2016 -- Greg Adler, President and CEO of [4 Wheel Parts](#), the global leader in truck, Jeep, SUV and off-road tires, wheels, lift kits and accessories, goes undercover to meet the employees who keep the company on the right track, on UNDERCOVER BOSS, Friday, Feb. 5 (8:00-9:00 PM, ET/PT) on the CBS Television Network. During his undercover mission, Adler worked alongside employees performing a variety of jobs that represent key aspects of the company's retail sales and distribution operations.

“4 Wheel Parts is in the midst of an aggressive national expansion and going undercover allowed me the opportunity to step out of my role as CEO and into many of the jobs that are the backbone of our company,” said Adler. “I learned a great deal about our business from the experience and as a result we have been able to enact many companywide initiatives. Most importantly, going undercover reinforced the importance of family to me and reminded me that as the business grows, we continue to keep the feeling of family that is the legacy of 4 Wheel Parts.”

Website: [4wheelparts.com](#)

Twitter: [@4wheelparts](#)

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UNDERCOVER BOSS, in its seventh season, is a two-time Emmy Award-winning reality series that follows high-level executives as they slip anonymously into the rank-and-file of their own organizations. Each week, a different leader will sacrifice the comfort of their corner office for an undercover mission to examine the inner workings of their operation.

About 4 Wheel Parts: 4 Wheel Parts is the global leader in off-road truck, Jeep and SUV aftermarket performance products. With 72 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 parts and accessories from manufacturers including [Smittybilt](#), Pro Comp and [Rigid Industries](#), 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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