

## 4 Wheel Parts Enters Into Popular UTV Aftermarket

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Compton, California ([PRWEB](#)) August 01, 2016 -- [4 Wheel Parts](#), the global leader in off-road performance product sales and service has announced its entrance into the immensely popular and growing UTV aftermarket. In launching its foray into the emerging UTV marketplace, 4 Wheel Parts has formed a multi-tiered alliance with the influential digital portal, [UTVUnderground](#) that will include content creation, marketing collaboration and the launch of the “UTVUnderground Garage” which will provide a vital retail resource to the UTV enthusiast.

“We’re enthusiasts ourselves and we have seen firsthand the explosion of excitement surrounding the UTV market,” said Rich Botello, 4 Wheel Parts COO. “UTVUnderground is the leading destination for UTV reviews, news, information and unique content. We are excited about this multifaceted collaboration as it will provide us with an authentic platform in which to connect with the UTV enthusiast.”

With the widening popularity of UTVs as a performance platform, UTVUnderground and its online destination UTVUnderground.com has emerged as the preeminent authority in the category. Along with many first to market product reviews and significant manufacturer engagement, UTVUnderground has established itself as the leading influencer in the continually expanding UTV marketplace.

“There are millions of UTV enthusiasts looking for information and products every day and we are inundated with inquiries from people looking to purchase the products we feature on UTVUnderground.com,” said Joey DiGiovanni, founder and CEO of UTVUnderground.

4 Wheel Parts sales and distribution of UTV performance parts and accessories will provide consumers the opportunity to shop by phone, in-store and online with the same convenience and dependability truck and Jeep owners have come to rely on for decades. Retail sales and installations of UTV products will be first introduced to select Southern California, Nevada and Arizona 4 Wheel Parts locations as all 75 stores nationwide will subsequently be retrofitted with UTV focused displays and in-store inventory.

“In addition to numerous customers inquiring about UTV products, many of our suppliers are adding UTV parts and accessories to their existing lineups. Having over 55 years of experience servicing the off-road enthusiast, it is a natural fit for 4 Wheel Parts to expand into this category,” added Botello.

“This partnership with 4 Wheel Parts allows us to complete the circle and sell directly to customers with a combination of 4 Wheel Parts brick and mortar retail infrastructure and a significant online presence. Our goal will be to create an exceptional retail experience. After all, we are selling this exciting lifestyle,” said DiGiovanni.

Spearheaded by motorsports content powerhouse Mad Media, the creators of the Polaris XP1K viral video



series franchise that has collected over 24 million views, UTVUnderground and 4 Wheel Parts will be collaborating on an aggressive marketing program designed to introduce UTV enthusiasts to 4 Wheel Parts and UTVUnderground Garage through unique, compelling content.

“We have a proven history of creating some of the most engaging content in the off-road and UTV industry,” said Mad Media CEO, Matt Martelli. “We will be launching an aggressive content plan that includes a television package, online video and photography as well as editorial content. It’s a new way to entertain, inform and sell to UTV enthusiasts along with mainstream consumers. We are just barely scratching the surface in the UTV aftermarket. This partnership with 4 Wheel Parts will radically evolve mainstream UTV retail targeting,” concluded Martelli.

UTV enthusiasts will have their first opportunity to see elements of this partnership at the official unveiling of the 4 Wheel Parts/UTVUnderground Garage on Friday, September 16th at the Sand Sports Expo in Costa Mesa, Ca. Visitors to the massive 4 Wheel Parts/UTVUnderground Garage display at the show will have an opportunity to check out several insane UTV builds, purchase accessories from some of the best brands in the industry and enter to win a brand new 2016 Polaris RZR 1000.

#### 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](http://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.

#### About Mad Media

Mad Media ([www.madmedia.com](http://www.madmedia.com)) is a San Diego based marketing and creative agency, with in-house film and television production. We craft authentic, culturally engaging brand messages, and deliver them across print, web, photography, and film platforms. Mad Media has been leading the online content revolution since 1995 producing major commercial, television, online content and viral film projects such as The Gymkhana Series and XP1K Series. Owner of The Mint 400 off-road race and UTV World Championship off-road race, Mad Media has pioneered marketing campaigns integrating events with print, online, social media, TV content and merchandise to create fully integrated brand experiences.



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