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4 Wheel Parts and Off-Road Champion Sara Price Join Forces for 2019 Racing Campaign

4 Wheel Parts (4WP) is pleased to announce the title sponsorship of off-road champion Sara Price as they tackle the 2019 King of the Hammers in the UTV class with a Polaris RZR Turbo-S and the SCORE International season in the Trophy Truck Spec class.'

Compton, CA (January 25, 2019) – 4 Wheel Parts (4WP), the global retail leader in truck, Jeep, ATV/UTV and off-road performance products, is proud to announce their 2019 title sponsorship of off-road champion Sara Price. The versatile competitor was a decorated motocross racer before successfully crossing over to become a championship-caliber UTV and Stadium Trophy Truck driver.

“4 Wheel Parts is proud to welcome Sara and the SP Motorsports program to the official 4WP family,” said Joey DiGiovanni, Director of Creative Marketing & Partnerships. “Sara brings a high level of talent and professionalism that not only complements our brand but makes us all very excited to build around her. We look forward to not just an exciting 2019, but many years beyond.”

“I couldn’t be more excited to partner with 4WP and being associated with the most respected name in off-road accessories, along with an incredible brand full of enthusiastic people,” said Price. “The future looks very bright with our goals of driving 4WP machines to the finish line first.”

Price will kick off her 2019 race season at the notoriously difficult King of The Hammers in Johnson Valley, CA on February 3, 2019. Along with co-driver Erica Sacks, Price will tackle the UTV class with her Polaris RZR Turbo-S for the fourth year in a row. The race combines the speed of desert racing with technical rock crawling challenges and draws competitors from around the world in almost all motorsport disciplines.

Price will follow that up with a full 2019 Southern California Off-Road Enthusiasts (SCORE) International season piloting #204 TTS. After a personal-best second-place finish at last year’s SCORE Tijuana Desert Challenge as a rookie, Price is ready to take on her sophomore season as a championship contender.

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A native of Riverside, California, Price has been racing dirt bikes since the age of eight. Before switching to four-wheeled machines she collected 17 motocross titles, medaled in the X-Games, set the record as the most winning female amateur (a mark she still holds) and was named the 2016 Off-Road Motorsports Hall of Fame Rising Star. In 2016 she became the first woman to compete (and lead laps) in Stadium Super Trucks. That same year, Price drove a Polaris UTV to a Terracross championship in the women's class and was the first person in Terracross history to win all the main race events of the series. When she isn't racing, Price works as a stunt professional, performing on motorcycles and four-wheeled precision driver for television and film. Her website is www.sarapricemx.com and social media handle is @SaraPriceMX.

4WP 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 94 brick-and-mortar stores in North America and online at www.4WP.com. 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.

Images and Copy: http://bit.ly/4WP_SaraPrice_2019

Live video of 2019 King of the Hammers: <https://www.ultra4racing.com/live>

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