**Brand Voice Guide: 4 Wheel Parts**

**4 Wheel Parts has the following personality traits:**

1. Expertise
2. Competitive
3. Fast

**Example 1:**

Your voice: **Expertise**

**Write like this:**

*4 Wheel Parts doesn't just want to provide you with the best deals on quality jeep and truck parts - we want you to understand the product. Get advice from the experts here at 4 Wheel Parts on anything we offer. From choosing which tonneau cover is best for your truck, to how to install air filters, and much more.*

**Not like this:**

*4 Wheel Parts has been in business a long time. We have passion and know what we are talking about. We have a lot of experience and can help you with anything. We are the experts in the automotive niche.*

**Example 2:**

Your voice: **Competitive**

**Write like this:**

*4 Wheel Parts carries a vast selection of truck parts at competitive prices. Browse our online truck parts catalog to find exactly what your truck needs, or when you’re looking for inspiration — and do it knowing you’ll get a great deal. All of our products are covered by our 100% price match guarantee. You also have your choice of shipping options, including free shipping if you pick up your order in one of our stores. This saves you a bundle when you’re buying large truck parts, such as a truck bed cover or a crate engine.*

**Not like this:**

*We have the best prices around at 4 Wheel Parts. If you find something else that compares you can contact us and we will work out the difference. We won’t upcharge you and promise to beat out our competitors.*

**Example 3:**

Your Voice: **Fast**

**Write like this:**

*These are just a few of the reasons to trust 4 Wheel Parts for your 4x4 and off-road parts needs. But most of all, the best reason to count on 4 Wheel Parts is because of our passion and accountability in seeing through dealers to success by staying ahead of the fast-paced and ever-changing aftermarket industry.*

**Not like this:**

*At 4 Wheel Parts we ship our products straight to our customers. We are timely and pride ourselves on our fast services. Our customer service team is available and can help you anytime.*

**Important Company Information**

4 Wheel Parts are leaders in the global industry of truck, SUV, Jeep and off-roading performance products. They source from over 600 manufacturers and hold huge inventory of their stock, making them the go-to for parts. They want to beat out competitors with their expertise and by providing the best possible service.

**Key Takeaways**

* Need to be bigger and better than competitors
* Superior service & huge inventory