**Brand Voice Guide: 4WD**

**4WD has the following personality traits:**

1. Expertise
2. Competitive
3. Fast

**Example 1:**

Your voice: **Expertise**

**Write like this:**

*In 2006, 4WD was acquired by Transamerican Auto Parts Company, LLC. A company created much the same way 4WD was, by George Adler some 55 years ago in his own small garage. Today, George's son Greg Adler carries on the tradition. In the years since then, Transamerican Auto Parts has become one of the largest, and most trusted, automotive aftermarket parts and accessories companies in the country.*

**Not like this:**

*4WD 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:**

*We want to build customers for life. Our goal at 4WD is to be your first and only stop when it comes to purchasing parts & accessories for your Jeep. The 4WD Hardware 100% Price Match Guarantee is a straightforward, easy to understand guarantee that ensures you get fair price on everything you order with us.*

**Not like this:**

*We have the best prices around at 4WD. 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:**

*4WD prides itself in providing innovative and unique parts, from vendors and manufacturers across the world, directly to our customers. We are committed to deliver the best in service and sales for all our customers. 4WD continues to be at the front of the Jeep aftermarket world, because that's who we are, "jeepers helping other jeepers".*

**Not like this:**

*At 4Wheel Drive 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**

4Wheel Drive prides themselves on their focus on Jeeps and the Jeep culture. They live and breath for their Jeepers in the Jeep community. 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
* Jeep culture is everything