



For Immediate Release

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Camel 4x4 & Outdoor Announces Grand Opening

Online Retailer Named Exclusive Distributor for Ironman 4x4 Parts in US and Canada

West Orange, NJ – **Camel 4x4 & Outdoor** (www.camel4x4.com) announces its grand opening for Fall 2009. The online retailer will specialize in parts and accessories for the 4x4 off-roader. As *Ironman 4x4's* exclusive North American distributor, **Camel 4x4** will sell the Australian manufacturer's state-of-the-art, Outback-tested suspension kits, shock absorbers, springs, winches, recovery kits, lights, tents and many other off-road necessities. *To celebrate Camel 4x4's grand opening, **FREE SHIPPING** will be available on all orders for a limited time.*

An internationally respected and popular brand, *Ironman 4x4* (www.ironman4x4.com) has been on the cutting edge of 4x4 technology for over 30 years and currently exports to more than 120 countries. Rigorous manufacturing and testing standards have been developed by its team of experienced product engineers in Australia, all of whom are personally involved in four-wheel driving. In addition to its retail products, *Ironman 4x4* supplies original equipment for car manufacturers and the US Military in Afghanistan and Iraq.

"We are happy to name **Camel 4x4 and Outdoor** as our exclusive distributor for the US and Canada," said Tom Jacob, Managing Director, *Ironman 4x4*. "Camel 4x4's commitment to customer service together with a strong understanding of the 4x4 market make them ideally suited to launch our products throughout North America."

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Exclusive Distributor for Ironman 4x4
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A new American company ready to make its mark on the off-road scene, **Camel 4x4** is a labor of love for founder and avid off-roader Eli Spigler.

“We are thrilled to bring *Ironman 4x4* products to off-roaders in the US and Canada,” said Spigler. “Australian parts of this quality and affordability have never been available here before, and we look forward to introducing this fantastic brand to the American 4x4 market. Customer service is **Camel 4x4’s** top priority, so we hope to hear from drivers searching for special parts or seeking advice.”

Camel 4x4 founder Eli Spigler has been a 4x4 enthusiast for over 20 years. From reassembling car engines as a teenager to performing off-road field work in the army to competing in 4x4 rallies on multiple continents, Spigler has spent years sampling different 4x4 parts and techniques. These experiences give him a unique insight into the needs of the 4x4 driver. An Australian transplant now living in the US, Eli brings his expertise to the American 4x4 community with **Camel 4x4 and Outdoor**.

For further information, please go to www.camel4x4.com or email info@camel4x4.com.

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