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Jeepers Ask RealWheels for More

A couple of years ago the product development team at Chicago area vehicle accessory manufacturer, RealWheels Corporation (RWC) decided to jump into the Jeep accessory market. They then turned to the best resource available for product research, the Jeep clubs, local vehicle owners, and online Jeep forums.

RWC is no stranger to car, SUV and truck accessories. They have been designing and manufacturing vehicle enhancement products for over thirty years, and currently produce hundreds of products for vehicles such as the Smart car, Hummers, big rigs and even fire trucks. So, when Jeep launched the new 4-door version of their popular Wrangler, RWC wasted no time in beginning the process of designing products. They realized early that it would be crazy to engineer a bunch of accessories without talking to the actual vehicle owners first. "This was one of the most passionate groups of vehicle owners that we had ever worked with!" exclaimed RWC Vice President, Jhan R. Dolphin. "They knew what they were looking for in aftermarket parts, and weren't afraid to tell us what they hated either." Dolphin and the team then proceeded to successfully develop more than fifty different enhancement products for the new style Jeep Wrangler JK.

At this year's SEMA show (Specialty Equipment Market Association) in Las Vegas, RWC will expand that line with additional Jeep JK items. Dolphin continued, "We've taken our Jeep project vehicle to many enthusiasts' events during the past year and had a chance to speak with additional Jeep owners, many that have purchased our current accessories. They didn't hesitate to let us know what we should create next."

In addition to spending time with the actual Jeep owners, the staff at RWC now has strong relationships with some of the most respected off-road and specialty Jeep retailers in the business. These important relationships also dictate what will be on the drawing board next in their Illinois facility. What will be in their exhibit this year? Yes, a four-door Wrangler JK, loaded with not only RealWheels accessories, but a long list of top-notch products that would make any Jeoper proud!

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For additional information, photos, or to schedule an onsite interview with Team REAL,

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