35 Years of Jeep Culture in Georgia

FORTEC4x4 Marks 35 Years of Jeep Customization, Craftsmanship, and Regional Automotive Heritage.



Jeep Repair



Bestop soft top for Jeep Wrangler

ROSWELL, GA, UNITED STATES, September 23, 2026 / EINPresswire.com/ -- FORTEC4x4 is marking 35 years since its founding in Georgia, recognizing a milestone rooted in the growth of Jeep customization, off-road vehicle culture, and specialty automotive work across the Southeast.

Founded in 1991, FORTEC4x4 began as a small Jeep customization operation in Roswell and developed into a specialty business serving Jeep owners, automotive dealerships, and off-road enthusiasts. The company's history reflects the broader development of the Jeep aftermarket in Georgia, where customized vehicles have become part of both recreational driving and regional automotive culture.

The anniversary provides a point of reference for examining how Jeep customization has changed over three and a half decades, from early dealership-based vehicle packages to full custom builds, restoration work, suspension upgrades, drivetrain services, accessory installation, and turnkey vehicle solutions.

From a Roswell Basement to a Long-Standing Jeep Business

FORTEC4x4 traces its beginnings to 1991, when founder Andreas Ulber started the company while attending college. According to company history shared through Roswell community sources, the early operation began in the basement of Ulber's father's home on the south side of

Roswell.

The company's first client was Roswell Jeep, located on Alpharetta Highway. An early business development involved proposing customized Jeep packages as an option for dealership customers. The approach connected vehicle customization with the new-vehicle sales process and helped establish a model for dealership-based Jeep modifications in the region.

As interest in customized Jeep packages grew, the business expanded its relationships with area dealerships. Over time, FORTEC4x4 developed into a dedicated custom Jeep operation with a facility at 830 Ellis Street in Roswell, where the company remains based today.

The company's 35-year milestone also places its history within a period of major change for the Jeep platform. During those years, the Wrangler evolved through several generations, while the introduction of models such as the Gladiator expanded the range of vehicles available for customization.



Jeep Automatic Soft Top Wrangler



Suspension Kit.

How Jeep Customization Has Changed Since 1991

The Jeep aftermarket of the early 1990s looked different from the current market. Vehicle owners seeking custom work had fewer choices for parts, accessories, suspension systems, lighting, wheels, tires, and other specialty equipment.

FORTEC4x4's current service range reflects how the sector has developed. Its catalog includes components and installation services covering suspension and lift systems, steering components, transfer cases, driveshafts, wheels and tires, bumpers, side protection, exterior armor, lighting, axles, gears, lockers, and interior equipment.

The business also organizes parts and services by Jeep generation, including CJ, YJ, TJ, JK, JL, and JT models. This model-specific approach matters in a market where owners may operate vehicles spanning several decades.

Restoration work is another part of the company's current service scope. Its offerings include support for classic Jeep models, including CJ vehicles, alongside modifications for newer Wrangler and Gladiator platforms.

What Services Does FORTEC4x4 Provide Today?

FORTEC4x4 currently operates as a full-service Jeep customization business, with services extending beyond individual parts sales.

Its work includes custom Jeep builds and modifications, suspension and lift-kit installation, wheel and tire packages, lighting upgrades, exterior protection, steering components, drivetrain-related upgrades, and recovery equipment. The company also provides turnkey Jeep packages intended to combine selected modifications into complete vehicle configurations.

For Wrangler owners, available customization areas include suspension, wheels, tires, lighting, bumpers, side steps, tops, mirrors, interior equipment, and other vehicle-specific components. Gladiator services cover similar categories, including lift kits, wheels, tires, winches, light bars, and other off-road equipment.
The company's parts catalog also covers multiple generations of Jeeps, allowing owners of older vehicles to source components alongside owners of current models. This includes products for CJ, YJ, TJ, JK, JL, and JT vehicles.

A Regional Connection to Georgia's Jeep Culture

Georgia has played a notable role in FORTEC4x4's history. The company was founded in Roswell and has maintained its Georgia operations while serving customers throughout the Atlanta area and the wider Southeast.

Its Roswell location also connects the business to a regional automotive market that includes new-vehicle dealerships, specialty repair businesses, off-road communities, and owners of both modern and classic vehicles.

The company's history with dealerships is particularly relevant to its development. FORTEC4x4 introduced its early customized Jeep packages through a dealership relationship, creating a connection between vehicle sales and aftermarket customization. Current company information continues to identify dealership partnerships and turnkey solutions as part of its business model.

Supporting Different Types of Jeep Builds

Jeep customization does not follow a single formula. Vehicle owners may have different requirements based on how they use their vehicles.

FORTEC4x4's current service structure accommodates several build categories, including trail-oriented vehicles, overland configurations, daily drivers, classic Jeep restorations, and appearance-focused builds. Its project portfolio includes suspension systems, wheels, tires, recovery equipment, bumpers, lighting, tops, and exterior accessories.

The distinction between street and trail builds is also reflected in the company's published guidance. Trail-focused configurations may prioritize ground clearance, durability, recovery equipment, and underbody protection, while street builds can place greater emphasis on ride characteristics and appearance.

This range reflects a wider shift in Jeep ownership. The same vehicle platform can serve as a commuter vehicle, recreational vehicle, restoration project, or dedicated off-road build, with selected components changing based on intended use.

A 35-Year Milestone for the Southeast Jeep Aftermarket

The 35th anniversary provides an opportunity to document a company history closely linked to the growth of Jeep customization in Georgia.

Since its 1991 founding, FORTEC4x4 has moved from a small Roswell operation into a specialty automotive business with services covering customization, parts, installation, restoration, and turnkey builds. Company information identifies its focus as Jeep customization and off-road work, with current operations based in Roswell.

The milestone also reflects the longevity of the Jeep aftermarket itself. Over the past 35 years, changes in vehicle technology, suspension design, drivetrain systems, lighting, wheel and tire technology, and aftermarket manufacturing have expanded the options available to owners.

FORTEC4x4's current product and service categories illustrate this evolution, while its continued work with older Jeep platforms connects current customization with the history of the vehicles themselves.

About FORTEC4x4

FORTEC4x4 is a Georgia-based specialty automotive business founded in 1991 and headquartered in Roswell. The company provides Jeep customization, custom vehicle builds, parts, accessory installation, restoration services, suspension upgrades, drivetrain-related work, and turnkey vehicle solutions. Its product range covers multiple Jeep generations, including CJ, YJ, TJ, JK, JL, and JT platforms. Recognized as the oldest custom Jeep shop in the region, the

organization was the first in Georgia to perform dealership conversions on factory-new Jeeps and continues to service Jeep dealerships today.

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