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### **Old Virginia Outpost's Grand Opening to Occur on April 9th and 10th**

**Roanoke, VA** - The press and public are invited to the grand opening of **Old Virginia Outpost on April 9<sup>th</sup> and 10<sup>th</sup>**, for an official opening of the premier automotive customization facility in Southwest Virginia. A formal ribbon cutting will be held at noon on April 9<sup>th</sup>.

The event will take place at **their new location at 7432 McConnell Road in Roanoke between Noon and 5:00 PM on Friday April 9<sup>th</sup>, and 10:00 AM to 2:00 PM on Saturday April 10th**. Guests will be treated to **vendors, a visit by the Roanoke Valley Jeep Club, as well as door prizes**. The new company location features a new design studio where the client can visualize their vehicle modifications on screen to aid in the decision making process, as well as an updated customer lounge, and increased shop floor capacity.

**Old Virginia Outpost, Inc. is a brick and mortar Parts, Accessories and Installation facility** with a 2000 Sq Ft. showroom, a 3000 Sq Ft. installation area, a full fabrication shop, as well as a retail sales trailer for car shows and events. Old Virginia Outpost mainly **caters to the Jeep, Truck, Performance, Overlanding and Restoration clientele**. The Outpost are **Authorized Sales and Installation providers** with direct company relationships with companies such as Rugged Ridge, Truck Hero, Bestop, MetalCloak, DS18, Steinjager, Rough Country, Hammerhead, Prinsu, Westin, PRP, Lizard Skin and over 25 others. In addition, they are distributors for Meyer and Keystone for Central and Southwest Virginia as well as Southern West Virginia.

**Owner Jeff Sluss is both excited and optimistic about the future in their new location.** "I feel that our new facility and higher visibility location will aid in our continued growth. I started a business in Salem just over a year ago just before the pandemic hit. We were fortunate to be able to develop a great client base, before closing in Salem, and re-creating ourselves here in Roanoke. To be able to expand a business in this challenging environment is a testimony to our hard work, dedication to our customers, and the great clients who have been so supportive during difficult times."

**Old Virginia Outpost** is open **Monday through Friday from 9:00 AM to 6:00 PM**. More information on the company and the event can be found at **their website [www.oldva-outpost.com](http://www.oldva-outpost.com) and on their Facebook page**.

The owner, **Jeff Sluss**, is a Christiansburg native, and long-time Salem resident. Most well known as the **"Voice of the Salem Spartans"** on Friday nights, his passion has always been automobiles. His background in engineering, as well as experience working with Nascar teams, at all levels, has provided him with unique

knowledge of the automotive performance marketplace. Jeff has assisted in, and performed builds and restorations on highly acclaimed classics, street rods, four wheel drives and classics for over 30 years. In addition to Old Virginia Outpost, Jeff maintains a consulting business, and has advised businesses worldwide from sole proprietors to Fortune 100 companies.

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