

A BACKWARD GLANCE... OLYMPIC 4X4

THEN:

Olympic 4x4 Products opened up shop in 1948. Originally, it was located in an old restaurant building on Olympic Boulevard in downtown Los Angeles. “People would come up and hand my father their car parts through the take-out window,” Olympic President Eric Lichtbach told us, “and he would custom-plate them, and hand them back.”

Eric and his brother, David, started working with their father by age 5, sweeping floors. The company came up with chrome Jeep parts that were actually more affordable than the OEM replacement

part, and many custom parts like the chrome grab bar that retailed for \$5.95 in 1974. Eric’s CJ, besides regularly cresting competition hill at Pismo, appeared on the cover of Four Wheeler Magazine in 1984, the same year the company won a SEMA award for Best Engineered new product.



COURTESY OF OLYMPIC 4X4 PRODUCTS



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NOW:

After more than 60 years in business, Eric and David Lichtbach still work daily at Olympic 4x4, now housed in a 40,000 square-foot dock-high facility in the City of Commerce, Calif. The product line still revolves around Jeeps, but chrome plating is no longer conducted in house. “We haven’t done any plating since 1988,” Eric told us. “All our products today are for the heavy duty off-roader, although

they also appeal to the family four wheeler.

“I always try to give customers the biggest bang for their buck. That’s why we’ve been in business so long. We don’t make the most expensive products...but we also won’t make something that doesn’t honor the Olympic name.” **OR**

Editor’s Note: If you have historic photos that say something about how the off-road business has changed, contact the editor at ORedit@ryancomgr.com