

Dick Cepek

DICK CEPEK

The man behind the name

When you hear the name Dick Cepek, you automatically think 'off-road.'

Dick Cepek, the man, was an avid adventurer and outdoors-man that enjoyed hunting, fishing and all types of outdoor activities. Dick grew his passion into a business that eventually turned into a large aftermarket off-road accessory company.

Dick Cepek first moved to California in 1959. He acquired a Land Rover to explore the local deserts. While he was out exploring, Dick realised that the tyres available in those days were not suitable for the type of terrain he was encountering.

So it all began with him calling countless manufacturers to find or have built a street legal wide tyre. Eventually, he came across Armstrong Tire and discovered that they had a farm implement tyre that might meet his needs and he convinced them to have it DOT approved. The tyre was called the Hi-way Flotation tyre, which was introduced in 1961.

The next issue he ran into was not having a wheel wide enough to fit this tyre width, however Dick found a local wheel builder to build what he needed and this is where his legacy began.

Dick started by selling the wheels and tyres to his friends and other enthusiasts out of his garage.



Dick's Land Rover

Baja Peninsula - The Ultimate Test

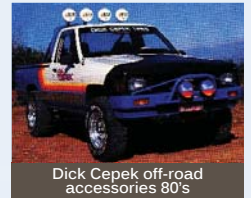


Dick's first 4x4 retail store in Southgate, California

Not long after his last experience on the Baja Peninsula, Dick opened the doors to the first real 'Off-Road' retail shop in 1967.

Not only did he sell a wide variety of wide off-road tyres and wheels, he started selling everything associated with off-roading. After four years of opening the doors to his first store, Dick Cepek Inc. became an international seller. Two years later he started a wholesale division,

to distribute products to other local retailers and to far off lands.



Dick Cepek off-road accessories 80's

This became an immediate success and shortly after the opening of the wholesale division, he opened the doors to the second retail location in El Cajon, California. From there, it becomes history. He opened multiple stores in the Southwest region of the United States; also in 1988 opened a "Dick Cepek" retail store in Japan.

Known for Off-Road

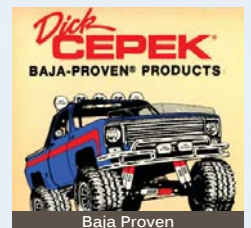
Dick continued to develop his own branded tyres with the emphasis on performance and quality that his company has become so well known for.

Through the use of computers, he was able to accomplish improved tread designs, with lower noise levels and increased tread wear.

His first branded tyre was the Gumbo Mudder. Dick was an innovator, he developed an aramid (Kevlar) wrapped designed tyre in the early '80s, the Dick Cepek Radial X-C, for increased sidewall protection.

Dick Cepek did not just sell his branded products, he also sold many of the large manufacturer names we are familiar with today.

Dick Cepek Inc. was and is known for off-road. His products and his tyres have been all over the world from the deserts of the Middle East to the glaciers down in Antarctica. Most of all, those two words of 'Baja Proven' had more of an impact on the products he sold. It gives you the confidence that the product has had the test and stamp of approval by the man himself, Dick Cepek.



Baja Proven



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