



# CUSTOM PASSION

With a decade and a half of experience, these guys live and breathe Jeeps

**F**ew would argue that Jeep is a bonafide 4WD icon, and Jeep owners can be incredibly passionate when it comes to their choice in a 4WD. Stuart Murchison is one of those passionate Jeep owners, so much so that he has built a business around his love of the brand. Murchison Products started as Jeep specific suspension specialists seven years ago, and the business has steadily expanded over the years from dealing almost exclusively with their CRDSTU Jeep custom suspension, to becoming an official Australian distributor of AEV parts and

accessories. Stuart told us that his love of 4WDing and his passion for Jeeps means Murchison Products are serious about offering the best products and service to Jeep owners.

"I've always had a keen interest in Jeep ever since my Father bought home a new ZG Laredo back in 1995," Stuart said. "I've also always believed in the concept of delivering a custom package to suit a particular person's needs and wants with detailed consultation and a personal touch. Murchison Products was born out of a combination of that principal and my passion for Jeeps."



Murchison Products was built on the foundation of their custom CRDSTU Suspension

## CRDSTU CUSTOM SUSPENSION

Stuart built Murchison Products on the foundation of their custom CRDSTU Suspension. "I've been in the Suspension Industry in one form or another since 1998," Stuart said. "From sales to design, research and development, manufacturing, 4WD trade shows - the lot."

CRDSTU suspension systems are designed and tested for Jeeps and Jeeps alone. Murchison Products have two to three different systems for most Jeep



Murchison Products have just completed this AEV JK Wrangler ute conversion

AEV are an American company that specialise in the JK Wrangler, which makes them a perfect fit for partnership with Murchison Products



models. Designed for custom fitting according to the customer's unique requirements and current set-up, Stuart backs his CRDSTU systems with a lifetime warranty.

"The CRDSTU range has covered the Australian outback more times that I can recall and we've racked up some serious miles in the US too," Stuart says.

CRDSTU Suspension systems come from countless hours of research and development, and product testing utilizes the latest equipment.

## A NATURAL PARTNERSHIP

American Expedition Vehicles are an American company that specialise exclusively in customising the JK Wrangler, and Murchison Products are an official Australian distributor.

"AEV are conversions specialists, just like Murchison Products," Stu says. "That, along with the fact that they work exclusively with the JK Wrangler meant that it was a natural partnership." AEV are all about converting the JK into a highly capable touring 4WD, and enhancing its ability to access remote areas with ease.

Murchison Products have also been instrumental in research and development for AEV products and conversions, especially when it comes to troubleshooting any right-hand drive related problems that spring up. "AEV are all about focusing on the JK, and enhancing its quality, ability and appearance," Stu explains. "Troubleshooting and development is obviously a huge part of that, and with AEV having become a core part of our business, it's obviously hugely important to us."

## JEEP OWNERS CAN BE INCREDIBLY PASSIONATE WHEN IT COMES TO THEIR CHOICE IN A 4WD

Stu is just about to release Murchison Products' first JK Wrangler Trayback conversion - an aluminium drop side commercial tray-back extra cab with an extended wheel base and load carrying capabilities. "The conversion has been specifically designed to better suit the JK to Aussie conditions," he says. "We think the shape and proportions of this conversion are spot on, it looks factory and not like a "home job". That's the worst thing about conversions - some people just get it so wrong, but some companies just nail it.

## THE JEEP SPECIALISTS

In addition to their range of CRDSTU suspension and AEV conversions, Murchison Products also offer supply and install of Jeep specific snorkels, as well as fuel economy and power enhancement flash programs for the CRD's, cold air induction kits and bolt on exhaust kits for the petrol 5.7, 6.1 and fire breathing 6.4 Hemi's Grand Cheorkee's. Stu also organises customer runs to a variety of 4WD parks. "Anyone who buys a Jeep is guaranteed to become a fanatic like me," Stu says with a laugh.



Jeep owners can be incredibly passionate when it comes to their choice in a 4WD, and Stuart Murchison is one of them

Stu isn't done building Murchison Products. Jeeps are his passion, and it's clear speaking to him that he'll be working on them for a long time yet. "We now have our new state of the art workshop facilities in Brendale," he adds. "So come in, take a look and we'd be happy to help you out with your Jeeping needs." ■

### CONTACT

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