

## **A New Designer for a New Heritage: British Customs Profiles Innovative Custom Motorcycle Designer Jeremy Lacy of DownShift Studio**

*British Customs profiles innovative custom motorcycle designer Jeremy Lacy of DownShift Studio on small town family values, giving back, being passionately dedicated to a craft, and designing a custom motorcycle to be given away for charity.*

Los Angeles, CA ([PRWEB](#)) February 08, 2016 -- [British Customs](#) interviewed and profiled custom motorcycle designer Jeremy Lacy of [DownShift Studio](#) on his small town upbringing, giving back, being passionately dedicated to a craft, and designing the Mad Max-themed CROIG X British Customs Edition 2015 Bonneville being given away for charity. [Read the profile here.](#)

Lacy, based out of Denver, is the founder of DownShift Studio, a design studio for unique custom motorcycles. Lacy's designs have gathered deep respect in the custom motorcycle scene for the motorcycles built from his designs shown at the One Moto Show, the Handbuilt Motorcycle Show, and others. He is a reputed New Heritage designer, one who bridges the past and the present and carries the scene forward with his love for heritage acting as his inspiration. Lacy finds his inspiration in his roots going back to growing up in a small town, being raised to respect the past, and supporting the community by giving back.

“The days of the average rider buying a \$400 bike from the '70s and rebuilding and customizing it are changing,” Lacy stated in his interview. “Sure, the die-hard enthusiasts will always build the vintage stuff and keep that segment alive and kicking, but with the aftermarket offering so many great off-the-shelf parts it's becoming easier and arguably just as satisfying for most riders to buy a reliable modern-retro bike and customize it themselves using those parts over a few weekends' time. It's interesting though because heritage is what's driving the future. Just look at the newly released Triumphs for proof.”

In his interview, Lacy discusses discovering motorcycles as a child while growing up on his grandfather's farm, finding a place for himself in industrial design, giving back to the community, and living his passion by designing innovative custom motorcycles.

“I get goosebumps when I see a bike or part I helped design come together into a build. Sure, sometimes a design doesn't work out, and you learn from that. But when it does work, the feeling is amazing,” Lacy stated in his interview.

Lacy's designs have also been used to create motorcycles given away to raise awareness and donations for charities. Lacy's first motorcycle designed to aid a charity was the Yamaha RD350 built by Wes Case of Threepence, which was built to take on the Trans-America Trail before being raffled off to raise money for the Childhood Leukemia Foundation. Lacy's latest effort to help raise money for charity is the Mad Max-themed CROIG X British Customs Edition 2015 Triumph Bonneville being built to raise awareness and donations for Riders for Health, a charity that uses motorcycles to deliver life-saving medical supplies and services to communities in rural Africa. The bike is being built by community voice Cafe Racers of Instagram (CROIG) with British Customs parts to show the possibilities of motorcycle customization with bolt-on parts.

Register and donate to [win the bike here.](#)

About DownShift Studio:

DownShift Studio was founded by Jeremy Lacy, a Denver-based industrial designer who eats, sleeps, and breathes anything and everything motorcycle. His work consists of loose freehand sketches and renderings created using either traditional or digital techniques.

About British Customs:

British Customs is a Southern California-based lifestyle brand and designer of aftermarket motorcycle parts. They are known for making the highest quality factory-spec bolt-on parts that only require common tools and minimal technical knowledge to install. With any of their parts upgrades, the average rider can completely customize his or her motorcycle in a weekend.

About [Riders for Health](#):

Riders for Health is a social enterprise and registered charity that manages and maintains vehicles for health-focused partners in eight countries in sub-Saharan Africa. They work with ministries of health and other, smaller community-based organizations to help manage two- and four-wheeled vehicles of outreach health workers, allowing them to reach rural villages. Riders provides maintenance and management of these vehicles, and training for health workers in safe riding and driving.



**Contact Information**

**David Bumpus**

Triton Communications

+1 3104368012

**David Bumpus**

1-310-436-8012

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).