

## The Race to the Clouds: Historical Pikes Peak International Hillclimb Honored in British Customs' Legends Series

*British Customs honors the historical Pikes Peak International Hillclimb in their Legends Series about the heritage of motorcycling.*

Los Angeles, CA ([PRWEB](#)) February 04, 2016 -- Motorcycling has changed. Over the decades, the motorcycle community has shifted as its culture has grown disconnected from its roots. Many of the archives where the legends of motorcycling were recorded have been forgotten, and since they haven't been digitized, the motorcycle community's heritage has been lost.

Until now.

[British Customs](#), a lifestyle brand and designer of aftermarket motorcycle parts, has been connecting with the legends of motorcycling who are still with us to breathe new life into their stories and share them with today's motorcycle riders. British Customs has been interviewing and profiling many of yesteryear's motorcycle icons, and has been establishing an authoritative archive where these figures can live on and inspire new generations of riders.

British Customs calls this the Legends Series. The Legends Series bridges the past and the present by revitalizing the heritage of motorcycling in a fresh new way on their blog.

For riders who want their own piece of history, British Customs has built a number of custom motorcycles and developed multiple lines of products with some of the remaining legends that are true to the designs used in the heyday of motorcycling. These custom motorcycles include the [Triumphant](#) built with Eddie Mulder, the Sonny Nutter Tribute built with Sonny Nutter, the British Customs X Mule Motorcycles [Tracker Classic](#) built with Richard Pollock, and the Spirit of Gyronaut designed with the heirs of the original Gyronaut X-1 team. These motorcycles were built with parts that are publicly available, including Drag Pipes, Slash Cut TT Exhaust, Pro Builder Series Mule Motorcycles parts, the Stainless Steel Collection, and many others.

British Customs this week has added a researched and connected piece on one of the longest running and most respected motorcycle races in the world: the [Pikes Peak International Hillclimb](#).

Pikes Peak International Hillclimb was started in 1916 by the entrepreneur and philanthropist Spencer Penrose to attract tourists to the area. It was originally called "A Race to the Clouds," Pikes Peak International Hillclimb, as it is now known, is 12.42 miles long, contains 156 turns, and has 4,720 feet of climb. The race is simply, or not so simply, to the summit of Pikes Peak. PPIHC has been won only by such legends as Eddie Mulder, who won it a staggering eight times. British Customs' Triumphant is a modern version of the 1969 Triumph Bonneville Mulder won the race on.

The motorcycles used by racers in the old days in the PPIHC, as did every other daredevil, stuntman, and even the common rider, were all street bikes that had been stripped down and modified for any purpose wanted. In step with this, British Customs published a series of [style guides](#) to help riders inspired to transform any Triumph Modern Classic including the iconic Bonneville, Thruxton, Scrambler, and other into a tracker, cafe racer, dirt bike, desert sled, bobber, resto-mod, and other styles.



Each week, British Customs will publish at least two pieces on their blog to continue growing their archive on the racers, events, personalities, machines, and events that created the heritage of today's motorcycle community.

Anyone interested in using or viewing the archival images and documents British Customs is digitizing is encouraged to [contact them](#).

#### 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.



**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](#).