

Retro Motorcycle Experts from British Customs to Give Complimentary Customization Consultations and Services at SoCal Motorcycles' Annual Spring Open House Event

Retro custom motorcycle experts from SoCal Motorcycles and British Customs will be at SoCal Motorcycles' annual Spring Open House event to provide enthusiasts with complimentary comprehensive customization consultations on how to build their bikes in a retro style they identify with.

Brea, CA ([PRWEB](#)) March 31, 2016 -- Custom Motorcycle Experts Recommend The Top Three Most Important Things to Upgrade First for any Motorcycle Are Appearance, Ergonomics, and Performance

On April 2, 2016, two leaders in the DIY custom motorcycle community [British Customs](#) and Southern California Motorcycles have partnered to support the community with SoCal Motorcycle's [Spring Open House event](#), where they will both have teams of experts available to talk with retro motorcycle enthusiasts about how to customize their own motorcycle in a style that resonates with them. While many enthusiasts may want to build their own custom motorcycle, they may not know where to begin, or may feel like having a custom motorcycle isn't financially accessible. The experts, however, beg to differ, and seek to put it in the hands of every rider who wants to have their own custom bike. British Customs and SoCal Motorcycles both recommend a tiered approach to any custom build to upgrade the bike's aesthetic while also improving the bike's functionality and can all be done with a series of [Weekend Projects](#) with factory-spec bolt-on parts.

“The best first step is to upgrade your [seat](#) to make riding more comfortable, as well as to start building it in a [style](#) that most speaks to you,” stated Jason Panther, President of British Customs. “Once it's comfortable to sit on, it's important to improve the ergonomics so that you can properly control the motorcycle by changing out your handlebars and having your suspension adjusted. The last essential change is to make the motorcycle sound the way you want it to by upgrading your exhaust. Customizing these three parts of a motorcycle can transform it into a vintage style that resonates with you as an individual, as well as make it yours by having it physically set up for you as a rider.”

Southern California Motorcycles, a leader in the DIY retro motorcycle scene, is making good on its commitment to providing the best possible customer service and will have team members available to talk with enthusiasts about how to customize their own personal motorcycles. British Customs, another leader in modern classic motorcycles, will have representatives available to discuss how to transform their modern motorcycle into a range of authentic vintage styles with unique places in the history of motorcycling that have been ridden by such legends as Steve McQueen, Eddie Mulder, Bud Ekins, and scores of others.

SoCal Motorcycles' legendary owner Tom Hicks and his right hand General Manager Rob Chufu draw on their deep experience that made them the top North American dealer of Triumph motorcycles for nine years running, the top global Triumph dealer in 2015, and a top ten Ducati dealer. “We found that supporting the community by sharing our passion for the deep DIY culture of motorcycling by showing people how to build ‘light’ customs to ‘full-blown’ customs for themselves ignites them to purchase either new or used motorcycles and take the next steps to get into the time-honored lifestyle,” Chufu stated.

To help support community enthusiast interested in building their own motorcycles, British Customs has

published on their blog a number of [easy-to-follow guides](#) on how to build a modern classic in an authentic style on a budget. These styles include trackers, cafe racers, scramblers, desert sleds, resto-mods, bobbers, hot rods, and more. To further support the community, they have a growing list of [installation guides](#) showing riders step-by-step how to build their own custom motorcycle using factory-spec bolt-on products that require only basic tools to install.

Everyone is encouraged to come to SoCal Motorcycles' Spring Open House event on April 2, whether they're a rider or not. Besides a full line of British Customs modern classics, there will be over 20 motorcycles spanning a range of iconic makes and custom styles available for test rides to inspire riders to upgrade and personalize their own motorcycle and find their next bike.

About Southern California Motorcycles:

Southern California Motorcycles is located in Brea, CA, and was awarded the title of Top Global Dealer of the Year in 2015 and No. 1 American Dealer for nine years running from Triumph Motorcycles. They are a leader in promoting DIY modern classic motorcycles, and are committed to customer satisfaction. The owner Tom Hicks hosts a legendary motorcycling podcast covering a range of topics and interviews with some of the most important contributors to the motorcycle community including racing legends like Sonny Nutter.

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.

Disclosure: Products designed for racing or closed-course use only are not available for purchase in California, but can be purchased where legally permitted.



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