

The Power of a United Community: British Customs Brings Motorcycle Community Together to Create Custom Build Using Community Input

British Customs brings influencers and leaders together to raise awareness for charity and create a custom motorcycle designed with direct input and feedback from the motorcycle community.

Los Angeles, CA ([PRWEB](#)) April 06, 2016 -- British Customs X CROIG Builds Mad Max-Themed Motorcycle with Direct Input and Feedback from Community Using Social Media Networks and Other Platforms.

To inspire creativity and innovation, and to help raise donations for charity, British Customs brought together a team of community leaders, influencers, and brands to collaborate on creating a custom Mad Max-themed motorcycle with a series of BC Weekend Projects that will be given away [through April 30](#) in aid of the charity. The team's ambassadors are action sports and lifestyle icon Chippa Wilson and motorcycle racing legend Eddie Mulder, who are both passionately working to do good through raising awareness for charity and to promote the do-it-yourself lifestyle through BC Weekend Projects. The team consisted of GoPro, Nixon, Simpson Race Products, META, Stance, Hagon Shocks, Thursday Boot Co., Aether Apparel, RAEN, Abel Brown, Saint, Cafe Racers of Instagram, and British Customs. Together, they united their communities through inspiring creativity to raise awareness in aid of charity Riders for Health.

The Mad Max-themed bike named "Furiosa" started as a stock 2015 Triumph Bonneville, and was transformed into an all-terrain adventure-style bike using BC Weekend Projects, designed to help any rider transform their motorcycle into a variety of styles and personalize the bike's appearance, ergonomics, performance, lighting, handling, driveline, and more. These upgrade packages, which contain everything a rider needs to customize any section on their motorcycle, containing only factory-spec bolt-on parts, were used to realize the custom "Furiosa" motorcycle. The finishing touches and final creative inspiration used to pull the build together came from the bike's builder Andrew Blaschko, Co-Founder of Cafe Racers of Instagram, who has just over 700,000 followers as of now.

The inspiration for the bike came from the community. Once the idea for a community-inspired build was conceived, multiple influencers from leading brands and followers of social media platforms such as Instagram and Facebook created an open discussion with their followers about what kind of build they wanted to see created. From there, custom motorcycle and industrial designer Jeremy Lacy of Downshift Studios in Denver, Colorado, created concept sketches for community members to vote on and voice opinions about what features they liked and didn't like. After voting on multiple drafts of concept art for the bike, the final vision of the bike was rendered and given to Blaschko to realize using a series of British Customs Weekend Projects.

To inspire others to customize their own bike, Blaschko documented how the bike was built over a series of six weekend projects. Each section using BC Weekend Projects was transformed using only basic tools.

WEEKEND PROJECT 1: [APPEARANCE UPGRADES](#)

The first week, Blaschko began with changing the appearance of the bike using a BC Slammer Seat with hybrid gel technology, upgrades from the BC Stainless Steel Collection, and other various trim parts to improve the details of the bike.

WEEKEND PROJECT 2: [CONTROLS UPGRADES](#)

The second week, Blaschko demonstrated how easy it is to personalize a bike's ergonomics by simply swapping out the handlebars and footpegs, giving the rider vastly improved control over the bike.

WEEKEND PROJECT 3: [DRIVELINE UPGRADES](#)

The third week, the bike's driveline was given attention, both aesthetically and functionally. The stock chain, sprockets, and covers were quickly and easily replaced with upgrades that performed better, and visually popped.

WEEKEND PROJECT 4: [PERFORMANCE UPGRADES](#)

The fourth week, Blaschko concentrated on the bike's performance by upgrading the exhaust system with a set of vintage-inspired BC Drag Pipes, and airbox and air injection elimination kits.

WEEKEND PROJECT 5: HANDLING UPGRADES

The fifth week, the bike's handling was addressed by upgrading the suspension with a set of shocks from Hagon.

WEEKEND PROJECT 6: [CUSTOM UPGRADES](#)

The sixth week, Blaschko fabricated several parts himself to create the final personal touches the community voiced that they wanted to see on the bike, which helped give it its post-apocalyptic look and feel. These include the metal nose guard with integrated PIAA headlights, handguards, and a luggage rack designed to seat ammo cans generously supplied by Blood Brothers Inc.

From there, Blaschko took the bike out onto the open road. The bike was ridden on the annual CROIG tour across 15 states to meet with community members, dealerships, speed shops, influencers, and all others involved in the creation of this bike before being debuted at The One Moto Show in Portland, OR. The bike was also on display at The Mama Tried Motorcycle Show, and has been invited to the Handbuilt Motorcycle Show.

The complete build notes for the community-inspired build are now available [on the British Customs blog](#). The bike itself is being given away to help raise awareness for Riders for Health charity on the British Customs website, where anyone can donate and register to win.

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.

About CROIG:

CROIG, known on Instagram as [@CafeRacersOfInstagram](#), is a leading voice of the retro motorcycle



enthusiast community. CROIG consists of Andrew Blaschko and David Chang, who believe that “your freest self is your truest self.”



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](#).