

British Customs Becomes Digital Trustee of Motorcycle Legends' Historic Archives

British Customs was asked to become the digital trustee for the historic archives of multiple living legends of motorcycling.

Los Angeles, CA ([PRWEB](#)) December 10, 2015 -- Uniting the Past with the Present

[British Customs](#), lifestyle brand and designer of aftermarket motorcycle parts, was approached by multiple legends of motorcycling, including Eddie Mulder, Sonny Nutter, Richard Pollock, the heirs of the Gyronaut X-1 team, and others, to become the digital trustees of their historic archives.

Motorcycling has a rich, illustrious history studded with numerous icons, influencers, and innovators, but due to a lack of digitization of records, many of their names have been forgotten. In order to prevent these historic figures from entirely disappearing, several of them have approached British Customs with a heartfelt, personal request: to ensure that they will not be forgotten. To pass their stories on to the next generation, these legends have given crates upon crates of records, photographs, awards, and other historic documents to British Customs for them to digitize and share with the online world.

"The past is a great thing," Eddie Mulder stated in an interview with British Customs. Mulder was a nationally-winning flat track racer in the 60s and 70s, Hollywood stuntman, won Pikes Peak International Hillclimb eight times, and currently puts on one of the biggest and most successful flat track races in the country, the Eddie Mulder's West Coast Dirt Track Series. "There was a lot of good racing, good people, and good fist fights," Mulder said, describing the good ol' days of motorcycle racing. "It's important that it isn't forgotten, but that's it's respected, and remembered," he continued.

These legends didn't come to British Customs spontaneously to ask them to become their digital trustee, but after having cultivated a strong relationship between themselves over years. British Customs initially approached these icons because they wanted to design several motorcycle parts that were true to the original vintage designs, and needed their input on them. After spending numbers of hours in the draft room together, many retro-inspired and -accurate parts were created, and are now publicly available, such as the [Slash Cut TT Exhaust](#) developed with the aid of flat track icon Sonny Nutter.

Having earned their trust and respect, they decided to ask British Customs to become their digital trustee.

"It was an immense honor to be asked by these legends to carry their stories forward into the future," stated Jason Panther, President of British Customs. "These figures symbolize a lifestyle that we deeply respect; one characterized by having a thirst for adventure and new experiences, knowing the value of hard work, and upholding a traditional sense of honor and respect."

To carry their stories forward and reintroduce these icons to a new generation, British Customs is launching their Legends Series. The Legends Series is an initiative to restore the lost heritage of the motorcycle community by telling these legends' (and others') stories through blog posts, interviews, archival galleries, and retro-inspired motorcycle parts. Every week over the coming months, British Customs will be posting new content detailing the achievements and stories of the icons, innovators, influencers, and more of motorcycling on their blog. They will also be releasing products such as the suite of parts in their new [Pro Builder Series](#)



[Mule Motorcycles](#) segment, designed by legendary custom motorcycle builder and godfather of the street tracker Richard Pollock, so that riders can share in their communal heritage by putting historically accurate and inspired parts on their own motorcycles.

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.



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