



Big Boyz Toys Wins "2004 Best Place to Pimp Your Ride" Award

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([PRWEB](#)) December 26, 2004 -- One of the toughest regions to stand above the rest, the Motorsports Market in the Metropolitan Valley surrounding Phoenix Arizona, made Big Boyz Toyz, named winner of the "2004 Best Place to Pimp Your Ride" award, a tough choice. It was the President of GR1 Racing Inc. and his long standing strategy of operating Big Boyz Toys retail/servicing outlet and BBT Motorsports, the company's Internet division that edged the competition out. He brought a franchise look to market compared to a sometimes not so comfortable scene lying deep in the harsh urban areas of each of the surrounding towns to Phoenix.

New Times Publishing, a Phoenix based company publishing "New Times", the largest and most distributed free pick-up magazine in the valley, named Big Boyz Toys the "Best Place to Pimp Your Ride." Its clean look, customer oriented atmosphere, very diverse and targeted showroom display, and hometown customer service that took the store over the top. Not only this, it serves as the company's headquarters for its Internet division, BBT Motorsports.

When Mr. Grady discovered his company had won this prestigious award, he was very excited. His only problem was he could not get out quick enough to capture a volume of the New Times Special "Pimp My Ride" edition. He would like someone to bring one by if they happened to of saved a copy. He also made comment to those close to him, saying "Well, it's about time, we started realizing the benefits of the vision and strategy that we've operated under for the last 5 years." He went on to comment on the tough road his company had traveled from the time they've opened. Moving from a small inexperienced company with very little inventory, to a company with good size inventory and a highly dependable supply chain is a tough accomplishment. Big Boyz Toys' supply chain system is to be applauded. Networked with the latest communications' technology, its ability to service a local retail/servicing division and an Internet e-tail division is superb. The company's 95 percent fill-rate for both Internet and local retail request is a standard to be reckoned with. Mr. Grady also commented on his goal to bring a commanding presence to market in 2005, for both divisions. Just one more stepping stone to becoming an all around "Power House" in the Industry.

Visit AutoToyAZ.com to view the company's e-catalog.

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