

Ride Connected: British Customs Launches their Rider's Club to Benefit Garage-Built Custom Motorcycle Community

British Customs establishes Rider's Club for Triumph and Ducati motorcycle owners, offering members numerous benefits, exclusive access, and custom-tailored content.

Los Angeles, CA ([PRWEB](#)) November 15, 2016 -- Motorcycles bring people together in a way that few other things can. Motorcyclists are known the world over for having a uniquely strong sense of community and an ability to make friends everywhere they go even though they may have never spoken to each other before.

To help empower Triumph and Ducati modern classic riders, [British Customs](#) just opened their [Rider's Club](#). The Rider's Club is free to join, and allows riders to connect with an internationally-embraced moto lifestyle brand to get access to exclusive benefits on the British Customs online store. Members of the rider's club can enjoy complimentary shipping on orders over \$199, access to pre-sales for exciting new motorcycle upgrades before they're available to the public, members-only specials, and custom-tailored content.

The British Customs Rider's Club was created to support garage builders worldwide by giving them access to the tools they need to achieve their vision of a custom motorcycle. Every rider wants to customize their motorcycle and make it unique to them, but many do not have access to the machinery needed to do it themselves. On top of that, many riders may not be aware of all the parts that actually need to be replaced when upgrading a certain section of a motorcycle. To support the community, members will have access to bolt-on upgrades designed specifically for their model motorcycle in complete packages containing everything they need [to take on any project](#). When purchased together, these packages are available at discounted prices to even further help out garage builders.

The Rider's Club isn't just for seasoned veterans, though. New riders will benefit from receiving content covering the many nuanced aspects of owning and maintaining a motorcycle by receiving the Rider's Club newsletter "Redline." Redline not only notifies riders about new products and promotions, but also lets people know about content being published on British Customs' authoritative Resource Center.

To support riders who are inspired to build their own custom motorcycle, British Customs created an expansive [Resource Center](#) where they have a continually growing list of curated installation instructions, how to guides, buyer's guides, and Motorcycle 101 guides. Each guide is rated by difficulty, list what tools are required, how long an installation takes, and for what models the guide works. The British Customs Resource Center is designed to help riders ranging from new first time owners to experienced custom builders learn how to customize, work on, and maintain their Triumph and Ducati motorcycles. Users can also leave questions or comments on articles in the Resource Center, where British Customs experts or other community members can respond to support each other.

Motorcyclists interested in joining the British Customs' [Rider's Club](#) can do so on the British Customs website. By joining the Riders' Club, motorcyclists will enjoy the benefits of exclusive promotions, free shipping on orders over \$199, access to pre-sales, and custom-tailored content.

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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