

Tread Trends: What's Hot in Wheels, Tires, Brakes & Suspension

# TRUCK & SUV<sup>®</sup>

Performance and Accessory Retailing

www.ts-mag.com • SEPTEMBER/OCTOBER 2008

Rollin' & Stoppin'

## Crusher!

Cepek's \$1  
SEMA Ford F-250

PARTECH

### 100 Proof

Water/Methanol Injection  
Boosts Octane, Performance  
And Fuel Mileage

**Red Hot**  
Stop a Huge SUV  
On a Dime!

**Manufacturer's Directory**  
**List of 57 Suppliers** — See Page 46

Rollin' & Stoppin' Custom Creations



Just in time for the industry's big event, Dick Cepek Tires & Wheels created this rolling promotion for its Crusher radial tire.

By Steve Stillwell. Photos courtesy of Dick Cepek Tires & Wheels

# ROLLIN' & STOPPIN' CUSTOM CREATIONS



West Coast Customs created a custom interior centered on leather-wrapped Roadwire bucket seats, complete with skulls and crossbones.

**"M**ove over for the baddest 4X4 on the block," Don Sneddon, advertising manager for Dick Cepek Tires & Wheels, said of Project Crusher, the company's promo truck.

Project Crusher's skull-and-crossbones paint scheme is themed around the company's Crusher radial tire line that features a broken-bone tread pattern and skull-and-crossbones sidebiters for off-road traction. The customized F-250 features a Fabtech 10-in. coil-over suspension lift, 38.5-in. tall, extra-wide 14.5-in. tires and Dick Cepek's 20 x 12 DC-1 Black painted wheels.

This truck isn't only about the tires, though. Dick Cepek also put in some work under the hood.

"This Banks Power 6.4L Power Stroke Turbo Diesel monster will make a great toy hauler and with advanced suspension and tire technology," Sneddon said. "This 4X4 Super Duty will ride as good as it looks."

## Making It Happen

Sneddon makes no bones about the direction for the build of this F-250. "Cepek was able to acquire this truck as part of the Ford Motor Co.



For enhanced diesel performance, products from Gale Banks were installed, including an air cleaner, intake and cat-back exhaust with stainless steel tips.



What would the Crusher be without a pirate-style skull speaker enclosure?

\$1 SEMA Vehicle Program," he said. "From day one our plan was to build a show truck that would introduce the Dick Cepek Crusher tire."

The key in getting this truck customized in time for last fall's SEMA Show was creating and keeping a build schedule at a number of Southern California specialty shops, each performing a special task.

It was a natural for the first modifications to this

2008 Ford F-250 Super Duty Crew Cab Diesel be performed by Gale Banks Engineering in Azusa. Performance upgrades from Banks include a cat-back exhaust, air intake and a SixGun tuner with PDA controller. The added acceleration was immediate, not to mention the ability to dial in additional fuel mileage for the more than 400-mile round-trip drive to and from SEMA.

The Cepek crew was dying to see this 2008 Super Duty with a lifted suspension and fit with the huge 38.5-in. tall Crusher tires, so the next order of business was a visit to Off Road Unlimited in Burbank. Making room for monster sized Crusher tires on a new, 2008 Ford Super Duty was initially a challenge but was made possible by the installation of a Fabtech 10-in. four-link suspension system. Dirt Logic's 4.0-in. coil-over shocks were mounted up front, along with billet sway bar links, a Trac Bar relocation bracket and custom Pitman arm. For the rear, the lift in altitude comes from tall Atlas leaf springs and 2.25-in. Dirt Logic rear shocks. High-capacity Mag-Hytech aluminum differential covers and a high-capacity transmission pan were also added for cosmetic appeal and function.

The build of the project was at full steam as the truck rolled into West Coast Customs in Corona for paint and body work, as well as a custom interior that includes Roadwire leather seats and

## ROLLIN' & STOPPIN' CUSTOM CREATIONS



RBP was called upon for a custom three-piece mesh grill centered by an original Ford blue oval emblem.



Those tall enough to peek onto the top of this truck's bed will get a look at the Roll N Lock bed cover that secures cleaners and waxes.

Sony Xplod amps and speakers. Other accessories include Bushwacker flares, Roll N Lock bed cover, AMP Research steps and an RBP grille. Also added the finishing touches to the exotic paint scheme, while Line-X created the logo bed liner and X-Treme Toyz of Simi Valley worked its magic to finish this project.

## The Suppliers

AMP Research  
Alsa  
Atlas  
Bushwacker  
Dick Cepek Wheels & Tires  
Dirt Logic  
Fabtech  
Gale Banks Engineering  
Line-X  
Mag-Hytech  
RBP  
Roadwire  
Roll N Lock  
Sony  
West Coast Customs  
X-Treme Toyz



Line-X used the Crusher to showcase a new finish and technique to its franchisees at its three-day global conference.

### Show Time

"We had four months as planned [to build the truck]; it was done one day before leaving for SEMA," Sneddon said. "Next time we'll try to shoot for at least two days before SEMA."

As for Dick Cepek customer response: "Everyone is extremely pleased with the outcome



Crusher had to have sounds, so Sony Xplod amps, speakers and a receiver featuring both CD and DVD capability were installed.

and we won a Ford Product Excellence Award at the 2007 SEMA Show for our use in showcasing the possibilities for this new truck by using new products from the aftermarket," Sneddon said. "We think it was the tires, but who would have thought you could use a bunch of bones for traction?" 🦴