

THE ILLEST CAR MAGAZINE EVER!

STAT QUO, YO! >>> PITBULL VS. LUMIDEE >>> GUESS WHAT? RIMS!

RIDES

JULY/AUG 2007

COVER 1 OF 2 **AUTOBOTS**
TRANSFORMERS

BUMBLEBEE MUSCLES UP

CHEVROLET
CAMARO CONCEPT

TYRESE BATTLES MEAN MACHINES ON THE SILVER SCREEN

SPINNIN' WHEELS FROM COAST TO COAST

DJ Drama >>> DJ Skee >>> DJ Irie >>> DJ Prostyle



CUSTOM CAR SHOP

ST. PETERSBURG, FLORIDA



SRT16 on 22-inch Asasis, Jeff "Left Hook" Lacy's 2006 drop is a knockout.

WHERE YA AT?

Florida's **BOULEVARD CUSTOMS** doesn't need to be seen to be successful.

Any real estate agent will tell you the most important factors in settin' up shop are location, location, location: the more visible, the better. Not exactly the case for Boulevard (BLVD) Customs of St. Petersburg, Florida. In fact, manager Chris Bradley will tell you he prescribes to the opposite philosophy. When it opened its doors in 1995, BLVD was a simple three-man operation—two men and a mom, to be specific—but was run like one of the big dogs from day one. "It was just me, and my lead installer (Mike Keeser) back then...with Mom handling the money," says Bradley. "But right from the beginning, we made unbeatable customer service our top goal."

Having hit that goal time and time again, BLVD quickly outgrew its single-bay digs and, with business booming, relocated to a six-bay facility in a retail setting. As word of the shop spread through the Tampa Bay area, Bradley found his showroom ►►

CUSTOM CAR SHOP



ABOVE: Inside BLVD's signature creation, the convertible Chrysler also boasts a 10-inch touch-screen and chromed audio components.

BELOW: This Gallardo on GFGs lights up the night with its integrated illumination package.



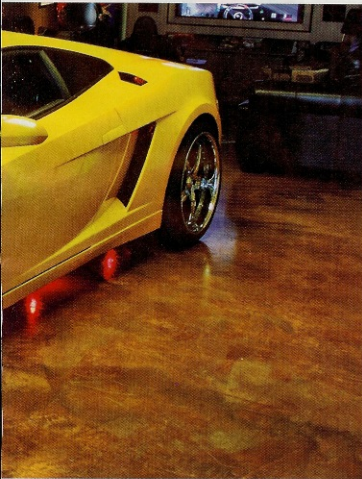
packed like rush-hour subway cars at both peak and off-peak times. "Our second spot got a lot of window shoppers. We tried not to turn anyone away, but the place drew so much attention, it was almost impossible," says Bradley. "I chased down customers in the parking lot to make sure we got to everybody." But just when his legs couldn't take any more sprints, Bradley got an offer he couldn't pass up: a buyout from the DuPont Registry. DuPont moved the shop once more to a state-of-the-art facility, keeping Bradley on as captain.

While the new location was practically invisible compared to the previous, BLVD had already amassed a huge clientele and appreciated the newfound ambiguity.

"You might have a fat stack of invoices at day's end, but few of them actually pay the bills," says Bradley. "Times are different now. We may see just 10 customers a day, but our closing rate is close to 100 percent... 'cause if you take the time to find us, you mean business." Ill with the economics, these boys' build-outs are also money in the bank. ☺



Here comes the boom! Escalade on 24-inch Lowenhardt's packs four JL 12 WTs in its custom fiberglass enclosure.



Chris Bradley (standing) and Michael "Spiky" Kewer take no shortcuts with their customer service.

SHOP TALK

NAME BOULEVARD CUSTOMS ///

WEBSITE BLVDCUSTOMS.COM ///

LOCATION 3063 TECH DRIVE, ST. PETERSBURG, FL 33716 ///

OWNED BY THE DUPONT REGISTRY ///

YEARS IN BUSINESS 12 ///

SPECIALTIES HIGH-END CUSTOM

SUSPENSIONS AND WHEEL FITMENTS, CUTTING-EDGE AUDIO AND VIDEO INTEGRATION ///

CELEB CLIENTELE JEFF "LEFT HOOK" LACY, WINKY WRIGHT, NUMEROUS TAMPA BAY BUCCANEERS AND

DEVIL RAYS BALLERS ///

STANDOUT CUSTOM JOB FULL-POWERED, DOT-APPROVED CONVERTIBLE

CHRYSLER 300C, BUILT FOR JEFF LACY ///

TURNAROUND TIME TWO WEEKS TO SIX MONTHS