

**\*\*Quarterly Custom Build Showcase – Q1 2025\*\***

The Build Showcase highlights premier custom choppers and drives new consultation bookings.

Featured builds include the “Midnight Viper,”

“Lakefront Lurker,” and “Tin Man Classic,” each with detailed specs and upgrade paths. The showcase generated a **\*\*22% increase in custom**

**consultations\*\*** last quarter, and customers who viewed showcase materials prior to booking spent an average of **\*\*\$380 more\*\*** per build.

Cross-selling opportunities improved as well, with powdercoat upgrades (+31%) and wide rim tire packages (+18%) showing the strongest lift.