

Driven by Safety & Innovation: British Customs' Weekend Projects Introduce Innovative Motorcycle Customization Products, and Simpson Race Products Giveaway

British Customs introduces innovative new factory-spec, bolt-on motorcycle customization options with Weekend Projects, and raises awareness for charity with a Simpson Race Products giveaway.

Los Angeles, CA ([PRWEB](#)) December 01, 2015 -- [British Customs](#) continues their [Weekend Projects](#) series to put motorcycle customization in the hands of the average rider and will be giving away a Simpson Race Products helmet to raise awareness for [Riders for Health](#) charity.

British Customs has been redefining the custom motorcycle scene by introducing factory-spec, bolt-on motorcycle parts that can transform any Triumph motorcycle in a weekend afternoon. Called "Weekend Projects" for this reason, British Customs is grouping together parts into complete packages that eliminate the guesswork from motorcycle customization, and still allow for extensive personalization with over 150 unique packages.

"Personalizing your own motorcycle is a highly rewarding experience, and one that is more accessible than people often think," stated Jason Panther, President of British Customs. "By offering parts that can give any bike a highly custom look, but only require basic tools to install, we want to put having a custom motorcycle within reach of the average rider."

Motorcycle customization goes beyond looks though, and includes performance parts like their all-new Slash Cut TT Exhaust. Their new Slash Cut TT Exhaust system was developed in collaboration with flat track champion and living motorcycle legend Sonny Nutter, and is being released as part of British Customs' new Legends Series.

To help riders who want to customize their motorcycles, British Customs has published on their [newly redone blog](#) a series of tuning guides, buyer's guides, and design guides. These guides are designed to inspire motorcyclists by showing them customization possibilities modeled after classic motorcycle styles.

British Customs' Weekend Projects is also an initiative to raise awareness for Riders for Health charity, which uses motorcycles to deliver life-saving medical supplies to rural communities in Africa. In aid of Riders' efforts, a CROIG X BC Edition 2015 Triumph Bonneville will be given away. Donate and [register to win here](#).

Chippa Wilson is the ambassador for Weekend Projects, and is acting to promote awareness globally to benefit Riders for Health. Wilson is a groundbreaking athlete and progressive role model for many, and he is known for his deep respect for the past and the new heritage. Driven by this respect, he is an icon of the do-it-yourself lifestyle and is acting on his love for personalizing things through representing BC Weekend Projects.

Next week British Customs will feature some unique customizations from CROIG and will be giving away a pair of boots from Thursday Boot Co. to raise awareness for Riders for Health charity.

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.

About Simpson Race Products:

Simpson Race Products first established itself in 1959 when they introduced the first drag racing parachute. Now, their helmets, firesuits, restraints, and numerous other protective products save lives in motor racing sports across the globe, and are endorsed by organizations such as NASCAR and FIA.

About Chippa Wilson:

Chippa Wilson is a lifestyle personality known for his love of simpler things from the “good ol’ days.” Wilson is a known retro motorcycle enthusiast and Renaissance man. Wilson is a world-renowned professional surfer and X Games Silver Medalist. Wilson is sponsored by Nixon, Stance, Fox, Monster, and New Era, among other brands.

About Riders for Health:

Riders for Health is a social enterprise and registered charity that manages and maintains vehicles for health-focused partners in eight countries in sub-Saharan Africa. They work with ministries of health and other, smaller community-based organizations to help manage two- and four-wheeled vehicles of outreach health workers, allowing them to reach rural villages. Riders provides maintenance and management of these vehicles, and training for health workers in safe riding and driving.



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