

## **It's About the Journey, Not the Destination: British Customs Publishes Buyer's Guides for their Quality Custom Motorcycle Seats**

*Just in time for holiday shopping, British Customs publishes buyer's guides for their quality custom motorcycle seats to demystify motorcycle customization.*

Los Angeles, CA ([PRWEB](#)) December 10, 2015 -- Motorcycle customization is often considered a prohibitively expensive and confusing pursuit, full of unwanted surprises and mystery. Things that sound simple like upgrading a seat or exhaust may require more modification than just taking the stock part off and replacing it with the new part, and it can be difficult to know what all needs to be done if one isn't an experienced mechanic.

But that isn't actually the case anymore, as [British Customs](#) demonstrates through their [Weekend Projects](#). Having and building a custom motorcycle can be done in one's own garage with common tools and minimal technical knowledge using their factory-spec bolt-on parts. British Customs Weekend Projects are revolutionizing the custom motorcycle scene by grouping together parts into packages that don't inhibit creativity, but spur it by containing everything a rider needs to easily customize any section of their motorcycle. There are over 150 different Weekend Project packages allowing riders to transform their bike into any number of combination of styles, including the popular tracker, cafe racer, scrambler, desert sled, bobber, chopper, and more.

To inspire riders who want to build and own a custom motorcycle, British Customs published a series of design guides and [buyer's guides](#) on their blog for every section of a motorcycle on their blog. These guides show how to customize a motorcycle into numerous retro-inspired styles, and list all the parts needed so that there won't be any hidden surprises.

"We want to eliminate the guesswork that often keeps riders from deciding to build a custom motorcycle themselves," stated Jason Panther, President of British Customs. "Building your own custom motorcycle is a highly rewarding experience, and is more accessible than most people think. Knowing how much fun it is to customize your own motorcycle, we want to empower other riders to be able to do the same."

British Customs' buyer's guides make motorcycle customization a step by step process of simply picking out which parts a rider likes most, accompanied by a growing gallery of instructional how to videos and installation guides.

Seats are one of the most popular and effective modifications to make on a motorcycle, and a part that British Customs is [well known for making](#), but upgrading a seat often requires overhauling the entire tail section. British Customs' [buyer's guide on seats](#) breaks the process down into three simple steps: pick the seat, pick the other necessary parts, and then enjoy your new ride.

In lieu of purchasing and replacing the entire seat, British Customs is now offering innovative and revolutionary seat skins. Their seat skins allow riders to pull the old covers off their seats and replace them with any number of a variety of stylish new covers. This way, riders can completely change their seat's appearance without having to pay for a whole new seat.

By identifying what all riders will need depending on what kind of seat they want through their buyer's guides,



British Customs puts meaningful motorcycle customization within reach of the average rider.

These buyer's guides eliminate the shopping guesswork for both the rider and anyone who wants to get a rider they know an ideal holiday gift, and make navigating hundreds of options easy.

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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