



PRO

PROFESSIONAL RESTYLERS ORGANIZATION

CUP CHALLENGE

Six innovative Restylers are set to compete in the 2024 SEMA PRO Cup Challenge, each showcasing a vehicle outfitted with a custom package of accessories tailored to captivate a broad range of buyers. These packages are designed not only to appeal to today’s diverse market but also to be easily customizable or repeatable. The challenge aims to demonstrate to fellow Restylers, dealers, and accessory manufacturers the value of crafting market-ready vehicle packages that go beyond one-time builds, setting new standards for innovation and marketability.



Hyundai Santa Fe 2024

Before

Accessory	Supplier	Labor Time	Cost to Dealer	MSRP
Custom Leather Interior	Katzkin	4.00	\$1,449.00	\$1,999.00
Paint Protection Package	SunTek	4.00	\$479.00	\$849.00
Ceramic Tint	SunTek	3.00	\$399.00	\$519.00
Color Change Wrap Package	3M	20.00	\$1,799.00	\$1,999.00
Roof Rack	Rhino	2.00	\$799.00	\$1,199.00
Lift Kit 1.5 Inch		4.00	\$1,299.00	\$1,799.00
Wheel & Tire Package		1.00	\$2,199.00	\$2,999.00

Year	2024
Make	Hyundai
Model	Santa Fe
Trim	
Vehicle Owner	Murdock Hyundai Lindon

Build Criteria:

- \$12.5K wholesale price for package
- Build Time Under 40 Hours
- Can Be Reproduced by Professional Restylers
- Profitable for both the Dealership & Restyler

Vote for your Fan Favorite

Voting ends 2pm Wednesday, 11/6/24





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2024 Toyota Landcruiser LC250

Before

Year	2024	TOYOTA
Make	LANDCRUISER LC250	
Model	4WD WAGON HYBRID	
Trim		
Vehicle Owner	BOMMARITO TOYOTA	

Accessory	Supplier	Labor Time	Cost to Dealer	MSRP
2.5" Lift Kit	Westcott Designs	\$2.00	\$749.00	\$1,250.00
Alignment	In-House	\$0.75	\$100.00	\$100.00
Full Length Roof Rack w/ 10 light Cutout	Westcott Designs	\$2.00	\$1,295.00	\$1,600.00
Rear Hatch Ladder	Westcott Designs	\$1.50	\$874.00	\$1,200.00
Dual Side Molle Panels	Westcott Designs	\$2.00	\$868.00	\$1,200.00
Ditch Light Brackets	Westcott Designs	\$1.00	\$339.00	\$400.00
Rigid Industries 10 Light Kit for Roof Rack	Rigid Industries	\$4.00	\$2,660.00	\$3,250.00
Rigid Industries 2 Light Kit for Ditch Brackets	Rigid Industries	\$1.00	\$612.00	\$1,000.00
Method Race Wheels 18x9 MR321 GB	Method Race Wheels	\$0.50	\$1,391.00	\$1,800.00
Nitto Recon Grappler 35x12.50r18	Nitto	\$0.50	\$1,670.00	\$2,400.00
Gorilla Lug Kit	WheelPros	\$-	\$65.00	\$95.00
Wrap Roof Gloss Black	Avery Dennison	\$4.00	\$900.00	\$1,500.00
Retro Stripe	Avery Dennison	\$1.00	\$400.00	\$650.00
Trigger 4 Shooter Light Controller	Oracle	\$0.50	\$400.00	\$600.00

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Chevrolet Silverado WT 2024

Before

Accessory	Supplier	Labor Time	Cost to Dealer	MSRP
Truck Cap Commercial Series	Smart Cap	4.5	\$3,545.00	\$4,299.00
Commercial Topper Shelf Insert	Smart Cap	1	\$389.00	\$486.00
Roof Top Rack / Drop Down	Smart Cap	2	\$1,449.00	\$1,749.00
Cargo Slide Out / Dual 600	Decked	2	\$1,345.00	\$1,599.00
Conduit Carrier	Prime Design	0.5	\$449.00	\$565.00
Custom Graphics	Automotive Concepts	5.5	\$895.00	\$945.00
Custom Foreman Work Station	Automotive Concepts	4	\$655.00	\$799.00
Tint 2 Front Windows	LLUMAR	1	\$144.00	\$199.00
Strobe Lights	ECCO	4	\$890.00	\$1,140.00
Leveling Kit	Rough Country	2.5	\$499.00	\$599.00
Custom Wheels 20x9	FITIPALDI	2	\$1,400.00	\$1,690.00
Tires 305/55/20 Toyo Open Country AT	TOYO Tire		\$1,740.00	\$2,095.00
OEM Wheel and Tire Credit			\$(900.00)	\$(900.00)

Year	2024
Make	CHEVROLET
Model	SILVERADO
Trim	WT
Vehicle Owner	CHEVROLET OF WAYZATA

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2024 Toyota Rav4 XLE Hybrid

Before

Accessory	Supplier	Labor Time	Cost to Dealer	MSRP
LEATHER INTERIOR-NORTHERN LIGHTS	ALEA	4.00	\$1,500.00	\$1,999.00
CARBON FIBER HEATING PADS	ALEA	1.00	\$350.00	\$500.00
UBER LITE ROOFTOP TENT	IRONMAN	1.50	\$1,925.00	\$2,599.00
2" ATS SUSPENSION LIFT KIT	IRONMAN	3.00	\$725.00	\$1,200.00
FRONT BUMPER GUARD	IRONMAN	4.00	\$625.00	\$899.00
ATLAS ROOFRACK CROSS BARS	IRONMAN	0.50	\$400.00	\$450.00
7" SCOPE DRIVING LIGHTS	IRONMAN	1.50	\$475.00	\$599.00
7" SCOPE DRIVING LIGHT COVERS (AMBER)	IRONMAN	0.50	\$38.00	\$50.00
BAHA BOSS A/T TIRES (4)	MICKEY THOMPSON	0.50	\$1,200.00	\$1,500.00
OVERLANDER WHEELS (4)	ENKEI	0.50	\$1,000.00	\$1,250.00
REWEB SEATBELTS - LIME GREEN	SEATBELTPLANET	2.00	\$650.00	\$825.00
MIRROR & DOOR HANDLE CAPS	TRIM ILLUSION	0.50	\$275.00	\$350.00
LED UNDERCAR LIGHTS	XK GLOW	2.00	\$300.00	\$399.00
10" SMART TV SEATBACK SYSTEM	VOXX	2.00	\$1,400.00	\$1,799.00
DRIVER & PASSENGER FRONT WINDOW TINT	LLUMAR	0.50	\$100.00	\$125.00
ROOF & ACCENTS WRAP & BADGES	TSS	3.00	\$600.00	\$150.00

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Year	2024
Make	TOYOTA
Model	RAV4
Trim	XLE HYBRID
Vehicle Owner	BREWER AIRPORT TOYOTA



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2024 Ford F150
Before

Accessory	Supplier	Labor Time	Cost to Dealer	MSRP
3.5" SST Suspension Lift	Ready Lift	7.00	\$1,810.00	\$2,280.00
20" Fuel Wheels & Spline Lugs	Wheel Pros	1.00	\$2,060.00	\$2,346.00
35" Ridge Grappler Tires	Nitto Tire	1.00	\$1,860.00	\$2,325.00
Speedo Recal.	Forescan	1.00	\$260.00	\$369.00
Wheel Well Liners	Rough Country	0.50	\$200.00	\$299.00
Dual Exhaust w/Black Tips	KS	4.00	\$975.00	\$1,295.00
Custom Leather Interior	Leather Craft	7.00	\$1,950.00	\$2,925.00
Colored Seat Belts	Seat Belt Planet	3.00	\$1,095.00	\$1,295.00
Heated Rear Seats	Champion	3.00	\$500.00	\$750.00
Caliper Covers	MGP	1.00	\$359.00	\$469.00
Adrenaline Edition Graphics	KS	0.25	\$95.00	\$145.00

Year	2024
Make	Ford F150
Model	Adrenaline Edition
Trim	
Vehicle Owner	

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2024 Ford Bronco

Before

Accessory	Supplier	Labor Time	Cost to Dealer	MSRP
XPEL Full Body Paint Protection Film	XPEL	16.00	\$4,500.00	\$6,000.00
XPEL PRIME XR 20% Window Tint (Front Side Doors)	XPEL	0.75	\$175.00	\$240.00
XPEL Windshield Protection Film	XPEL	0.75	\$250.00	\$400.00
XPEL Fusion Premier Ceramic Coating Package	XPEL	2.00	\$645.00	\$850.00
FORM LED Projector Headlights	Diode Dynamics	1.25	\$1,100.00	\$1,400.00
Stage Series Sport Fog Light Kit	Diode Dynamics	0.75	\$345.00	\$430.00
Bronco Hood and Rocker Graphic (Matte Blue Met.)	Eagle Enterprises	1.25	\$285.00	\$350.00
Matte White w/ Amber Backlite Grille Letters	ORACLE Lighting	0.75	\$295.00	\$350.00
Katzkin Custom Leather Kit	Katzkin	6.00	\$1,345.00	\$2,095.00
Katzkin Heated/Cooled Seat Package	Katzkin	3.00	\$1,245.00	\$1,485.00
DV8 OE Plus Step Bars	Keystone Automotive	1.00	\$835.00	\$910.00
707 Bahia Blue Method Racing Wheels	Keystone Automotive	1.00	\$1,475.00	\$1,595.00

Year	2024
Make	Ford
Model	Bronco
Trim	Outer Banks
Vehicle Owner	Laurel Ford

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