



**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.



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 |

**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

