



**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 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

**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



Year	2024
Make	Ford F150
Model	Adrenaline Edition
Trim	
Vehicle Owner	