



**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

<b>Year</b>	2024
<b>Make</b>	Hyundai
<b>Model</b>	Santa Fe
<b>Trim</b>	
<b>Vehicle Owner</b>	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

