



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.



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

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

