

Orange County Choppers head for Tulsa

Trinity Restoration lands custom motorcycle company's fifth dealership

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TULSA – Trinity Restoration of Tulsa will soon add Orange County Choppers sales and service as the fifth dealership for the famous New York motorcycle manufacturer.

These bikes sport widespread appeal from the five-year-old Discovery Channel show *American Chopper*, demonstrating how OCC founders Paul Teutul Sr. and Jr. create custom bikes around a theme or for specific corporate or celebrity customers.

Trinity owner David W. Miller II signed the papers Thursday making his flagship paint, body and mechanical shop the only OCC outlet in the Mississippi Valley region. The Newburgh, N.Y., firm's other dealerships operate in Colorado Springs; Las Vegas; Fort Lauderdale, Fla.; and Jackson, Mich.; with a company showroom in Montgomery, N.Y.

Miller said the extension into bike sales represented a natural addition to Trinity Restoration, which had already enjoyed a steady revenue stream from custom-painting and refurbishing bikes.

"They call them 'rubs,'" he said of "rich

urban bikers," his targeted white-collar customer base, who may favor the more aggressive appeal of a chopper over traditional motorcycles. Miller also expects to attract the hard-core bike crowd.

"It's a sexier bike, I think," he said. "It's a niche within a niche."

Home to Miller's orange Lamborghini Diablo, Trinity's headquarters showroom offers plenty of space for not just the OCC line, but the New York company's preferred display – making Trinity the first Orange County dealership to make that investment.

Called the "OCC Experience," the display features not only choppers and brand clothing, but models, hats and other items alongside a video demonstration unit, all under hanging stage lighting.

"It's like walking into the Disney Store," said Miller. "I'm the first guy that's going to do that, and I might be the only one for a while."

Being able to offer the display may be one reason why OCC decided to grant a dealership to Tulsa. At other motorcycle dealerships, OCC becomes but one line among many, with little room for a fancy display. But Trinity's wide space and 30-foot ceilings allowed plenty of room for the custom package.

Under new subsidiary Trinity Motorcycles Inc., Miller will start with an inventory of six motorcycles, expecting delivery within six weeks, and about \$10,000 in merchandise. Setting up the custom-made OCC Experience may take a lit-

tle longer.

He projects his total investment at around \$150,000 to \$200,000.

"We're required to do three a year," he said of chopper sales targets. "I told them I bet I could sell six a year right off the bat."

Since Orange County Choppers can run from \$30,000 to \$50,000 or more, Miller may add a few other brands to enter the \$25,000 price range. His new Web site, trinitymotorcycles.com, offers custom bikes starting at \$19,995. It will soon add the OCC line.

To celebrate the dealership, Miller hopes to hold a free one-day auto show and celebration similar to the debut party for his flagship \$2.5-million shop at 8324 E. 97th St. That summer 2007 gala, which attracted more than 20,000 people from at least seven states, boasted not just bands, 240 show cars and free food at the 25,611-square-foot facility, but also custom-car designer Chip Foose as a special guest.

This one would boast the Teutuls, who Miller said are even better known.

"I never sat down and added that up," he said of the event's cost. "We probably spent \$50 grand, at least. I probably don't want to know what it was."

Holding a second party could help it mushroom into an annual Trinity event. Miller would only smile at that option.

"Of course everyone but me had a good time," he said with a chuckle. "I had a good time, but it was so much work it almost killed me."