

Miller draws first orders for Brand New Muscle Car

Plans national demonstrations of Tulsa custom car assembly company

BY KIRBY LEE DAVIS
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TULSA – After a year of preparation, David Miller started work on the first Brand New Muscle Car orders Friday, starting an experiment that could spur creation of a Tulsa auto assembly factory within a year.

Last summer Miller, the owner of Trinity Restoration in Tulsa, launched brandnewmusclecar.com to offer custom manufacturing of a new 1967 Mustang, '69 Camaro, '57 Bel Air, '66 Cobra and other classic models. The operation promises to match new Dynacorn International frame and body parts, made to original specs, with Trinity's paint, body and mechanical shop expertise.

This month two undisclosed Tulsa auto enthusiasts made the first custom car orders from Brand New Muscle Car, seeking a pair of \$99,999 Eleanor Mustangs made famous by the Nicholas Cage film *Gone in 60 Seconds*. Miller expected to receive delivery of the first Eleanor body from Oxnard, Calif.-based Dynacorn on Friday.

Although his Web site brandnewmusclecar.com promises delivery within six months, with weekly progress updates, Miller intends to finish his first two orders in 88 days for inclusion in the MidAmerica Ford and Team Shelby Nationals, a giant June 12-15 Tulsa event with more than 1,200 cars expected.

That will represent the first in a series of national auto shows where Brand New Muscle Car will demonstrate its capabilities.

"I have six people now who are this close to doing it, but they want to see a finished one first," he said.

Miller believes the combination of a low price – \$79,999 for a Camaro or Mustang – plus the buyer's choice of new vintage or modern parts, and Trinity's reputation for expert craftsmanship, make the Brand New Muscle Car offer highly appealing, espe-



PHOTO BY RIP STELL

David W. Miller II, president of Trinity Restoration, talks about his business during an interview at his office in south Tulsa.

cially since restored originals can run \$250,000 or more.

Brand New Muscle Car also offers to deliver kit cars, from a \$59,000 fiberglass replica Shelby Cobra to a \$129,999 GTM Supercar or Lamborghini Diablo.

Trinity Restoration, which finished 2007 with a 75-percent revenue jump to \$3.5 million, has a long history in assembling kit cars for customers. The company had 15 under way when Miller completed Trinity's \$2.5 million headquarters and flagship shop last summer.

Now running monthly revenues of more than \$500,000, he projects 2008 could hit \$6 million. But while he is contemplating franchising, his growth opportunities remain focused on Brand New Muscle Car and his new Orange County Choppers franchise. The latter may claim higher public awareness, but Miller sees greater long-term revenue potential in his custom car experiment.

Miller has already decided to augment his 46-member Trinity staff with extra workers to complete the Eleanor Mustangs by June. With Trinity revenues cooking, he may have to hire extra workers for other projects as well.

"We've done nothing but grow for four years, so I don't know where it's going to go," he said. "If we start getting five, 10, 15 orders, it's going to be time to set up a factory."

Rather than run display ads in popular automotive magazines, Brand New Muscle Cars will use its growing Web awareness to reach general consumers while Miller and others target the high-dollar audience attending November's SEMA show in Las Vegas and January's Barrett-Jackson car auction in Scottsdale, Ariz.

"We're going to work the crowd like Bill Clinton on crack," joked Miller. "Hopefully we will wake up in January with a whole lot of orders."