

Progressive IMS Outdoors Reveals the First Round of J&P Cycles Ultimate Builder Custom Bike Show Winners

Sonoma, Calif. (July 23, 2021) – [Progressive IMS Outdoors](#), the Powersports industry’s leading consumer motorcycle tour connecting enthusiasts with industry leading brands, today announced the winners of the 11th annual [J&P Cycles Ultimate Builder Custom Bike Show](#), commonly known as UBCBS, held last weekend at the Sonoma Raceway in Northern California kick-starting the nine-city tour. UBCBS has a rich history as the nation’s largest motorcycle builder competition, featuring hundreds of motorcycles and offering the chance to win tens of thousands in cash and prizes across the 2021 IMS tour.

“We designed the competition to spotlight professional and amateur builders alike, attracting world-class builders at each stop along the tour that come to showcase their rolling works of art. Not only do the participants receive well-deserved recognition, but the custom motorcycles on display provide event attendees the opportunity to engage with some of the finest customs across the US,” remarked Bob Kay, director of UBCBS.

Each stop along the tour holds a competition at the event comprised of three classes – **Custom Street Class, Custom Classic Class, and Freestyle Class** – and the **People’s Choice Award**. Winners from each category are entered into the championship round held in Atlanta, competing for the grand prize and renowned title: King of Builders.

“Congratulations to the winners in Sonoma—this year’s bunch is truly a remarkable group of builders, with each bike telling a unique story. We are still accepting applications for the upcoming eight cities and welcome all creatives and builders to be a part of the fun,” continued Kay.

Winners from IMS Sonoma includes:

CUSTOM CLASSIC

Winner

- Hugo Eccles with Untitled Motorcycles won with a 1975 Moto Guzzi Supernaturale. The custom is a minimalist café racer that features an 844cc engine and a 23% lighter build than its original 1975 donor. The hand-formed aluminum gas tank is a contemporary reinterpretation of the classic LeMans and encloses a state-of-the-art electrical system, and much more.

Runner-up

- Dave Kelly secured runner-up with a custom-built 1939 Flathead.

CUSTOM STREET

Winner

- Daniel Stern and painter Art Himsl won with a 2004 Harley-Davidson Softail/sidecar that features handmade fenders and body panels. The sidecar hosted exotic wood flooring, full aluminum louvered polished belly pans, and custom luggage behind the seat. The custom also features handmade taillights and trim work, hidden handlebar controls, a bronze powder-coated engine, and much more.

Runner-up

- Phil Susoev secured runner-up with a 2003 Harley-Davidson Softail standard, custom-built by Ricky Bray at RKB Kustom Speed.

FREESTYLE

Winner

- Gino and Denise Ilacqua with Jezabel Customs and painter Shane Leasure won with a 1976 Custom Chopper. The motorcycle features throwback rocker boxes, a custom oil tank, twist bar, plus bent metal pieces using camper propane tanks and a vise to shape fabricated pieces, and so much more.

Runner-ups

- Dave Kelly secured co-runner-up with a custom-built Pan Shovel.
- Andrew Harris secured co-runner up with a 2018 Sur Ron Lightbee. The all-electric on- and off-road supermoto features regenerative breaking, and a complete lighting system including ambient RGB under glow.

PEOPLE'S CHOICE

Winner

- Joe Stoesser won the People's Choice award with a 1994 Harley-Davidson FXR. The custom, known as The Team Dream, is a perfect example of the last of the FXR. The motorcycle was built in a one car garage in San Francisco, features a nickel-plated frame, one-off swing arm, candy paint, and a few hundred hours of hand engravings.

To learn more about the competition and to register as a participant, visit [here](#).

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About Progressive IMS Outdoors (motorcycleshows.com)

Progressive IMS Outdoors is an evolution of the Progressive® International Motorcycle Shows® tour's nearly 40-year stint that not only transitions IMS from the traditional convention center setup to a new open outdoor experience but will also create a festival-like atmosphere that promotes enthusiasts of all ages and levels to come together to better engage with products, each other, and the industry. While continuing its presence as the nation's largest consumer motorcycle tour, Progressive IMS Outdoors will support the growth of the Powersports community by offering a unique experience the industry has yet to see. IMS Outdoors is organized by Informa Markets, a division within Informa PLC, a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit www.informa.com.

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