

# 4 The American Motorcycle Dealer 'Pro-Show' 5

**B**elieved to be the first show of its type in Europe, it was also worldwide, the bike show assembled by Custom Chrome for their European Dealer Show last year was unique.

All the bikes displayed and entered in the first ever American Motorcycle Dealer 'Pro-Show' were either built by dealers who buy from Custom Chrome, or by parts and accessory vendors who sell through the bike's European based European network.

The standard of European customing has been attracting increasing attention worldwide for many

years, and the success of the show is a testament to the fact that the European customing scene is still very much alive and well.

We here at *AMDB* were delighted to be asked to sponsor the only 'Trade-only' bike contest at the Custom Chrome Europe show, and in the following pages we present as many pictures as possible of as many as possible of the 80 plus superb customs that were entered.

There were actually two bike contests at the show. In the paid-choice contest 'Phantom' by Heider's of Germany was voted as

Marketing) and Keith Ruxton (Head of RSD for Custom Chrome).

Winner of the first ever *AMDB* 'Pro-Show' award was Ruxton of Thunder, of Ulmet in Northern Germany, for their stunning, internationally acclaimed 'Simply the Best'.

First runner-up was Thomas Heidermann's 'Skull Bike' (featured as 'Clean Get' in the current issue of *AMDB*), and in third place 'Let's Play' built by leading European frame designer Peter Peterenstaller, of Peter Performance in Austria.

Winner of the first ever *AMDB* 'Pro-Show' award: Eric Knuth of Ruxton of Thunder in Germany for the internationally acclaimed 'Simply the Best'



First runner-up Thomas Heidermann, Heidermann's Performance, Germany for his 'Skull' bike

years now. We here at American Motorcycle Dealer have often been told that our own magazine has had much to do with bringing the design and engineering quality built up in Europe to a wider audience.

Especially in America, where the now annual European invasion of Daytona Bike Week and increasing demand for availability of all European motorcycles (many of them through Custom Chrome) has, no question, had a definite impact on the

'best-in-show'.

Custom Chrome assembled an international panel of judges for the *AMDB* award, all were industry professionals, and all were deeply impressed by the high standard of bikes.

Two of the toughest bike contests to judge, and *AMDB* and Custom Chrome Europe would like to thank them for their efforts. The panel of judges included Paul Tully (Paul Tully's Dragradis), Keith Terry (Key Components), Graeme Pfeiffer (Key

In addition to expressing our thanks to all the builders who entered their bikes, the judges who, well, judged them, and to Custom Chrome Europe for organizing such an impressive line-up, our thanks also go to leading industry photographer Hans Pfeiffer who stayed under hot lights and the fashionable scrutiny of on-lookers to provide *AMDB* with pretty much all the photography you see in this Custom Chrome Europe Dealer show preview special.

## A Reminder...

By way of another reminder of just how good the winning bike really was, we make no apologies for giving in the opportunity to show those of Thunder's 'Simply the Best' one more time....



Keith Ruxton (left) presenting the second runner-up prior to Peter Peterenstaller of Peter Performance, Austria, for 'Let's Play'



Heider's in Germany was the public 'Best of Show' vote for 'Phantom'



'Budd' by Big Boys Cycles in Germany



MS-1 Michael Schwaner's bike: Mike from Mele... another former *AMDB* 'Sweet Custom'



'Deep Blue' by Blue Stone Selling in Austria



First runner up... Thomas Heidermann's 'Skull' bike (Clean Get)



Second runner up... Peter Peterenstaller's 'Let's Play'