



OUR STORY



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Apex Customs

Welcome to the world of automotive customization where the stakes are high, the cars are exotic, and the clients are filled with emotion. From wheels falling off brand new Maseratis, pitbulls attacking fiancées, ruthless fights between staff, or hilarious pranks pulled on the owner, every day is a new adventure.

Apex Customs is a full-service automotive customization shop based in Phoenix, Arizona. We are a young, fast growing player in the world of auto customization and an underdog in a highly competitive and cutthroat business. Unlike our competitors, we are not backed by big money or investments. The business was started on a shoestring budget by two dedicated, hard working, and scrappy entrepreneurs who refuse to give up.

As a bootstrapped business, there is no shortage of unexpected challenges to keeping the doors open and the lights on. The competition is fierce, rife with backstabbing and betrayal by former employees and eager new competitors.

At Apex, our core philosophy is to put our customers' needs and desires first. Automotive enthusiasts love their cars; they often treat them like their children.

We listen to our customers' concerns and educate them on the advantages and disadvantages of the products and services they are interested in to provide them with confidence in their purchasing decisions. We are not in the custom car business; we are in the automotive enthusiast business. Our aim is to transform the client's vision into reality, satisfying their needs and desires first

and creating beautiful cars second.

When it comes to automotive customization, the possibilities for creating a client's dream car are endless. There is a broad range of products and services an enthusiast can purchase to build the vehicle, truck, or SUV of their dreams. With each new service they're interested in, they have to go through the process of researching reviews and seeking recommendations on the best shop that can perform the service.

“As a bootstrapped business, there is no shortage of unexpected challenges to keeping the doors open and the lights on.”

At Apex Customs, we solve that problem by providing a variety of services and products clients can purchase at one trusted location. We offer car audio, clear bra, vinyl wrap, vinyl graphics, powder coating, custom wheels and tires, suspension, engine performance, and GPS tracking services all under one roof.

We pride ourselves on providing the highest level of technical expertise available in the market. Our technicians are carefully trained to pay attention to even the smallest detail and deliver a finished product that will survive the harsh elements of the road and leave our customers satisfied.

OUR PRINCIPALS

Principal 01: Customer service is the foundation of every project.

Principal 02: Vehicle customization as a one stop shop.

Principal 03: Ethical practices guide every business decision

Principal 04: Expertise and attention to detail are paramount.

*We Respect
Drivers as Much
as the Cars They
Drive*



HISTORY



Started in
2014

After several years in the automotive business as a sales manager and wholesaler, Apex's co-founder, Tyler Copenhaver, discovered an interest in restoring old cars and flipping them for a profit. The problem he faced was finding qualified shops that had the skills and expertise to perform the customization work he wanted. Also, his wholesale car operation had grown beyond what he could manage out of his home and required a larger space. Armed with only a car dealer's license and a small inventory, Tyler set out to find a commercial space to be able to restore the cars and display them for sale.

The plan was to build a business that would be a one-stop shop for all automotive customization services so he could buy cars at auction, fix them up, and flip them for a profit. To get the operation off the ground, Tyler was going to need some help. Through the powers of persuasion, he convinced his roommate, Travis Hunt, to attend a vinyl wrap training course and become Apex Customs' first employee. Vinyl-wrapping became the first customization service offered by Apex Customs and remains the most popular service provided to this day.

Tyler also needed some assistance on the business and marketing front to get Apex Customs established. Thankfully, his childhood friend, Elliot Hutchens, had the experience and expertise required to create a business and accounting structure, and to develop a website to attract customers to the company. Without hesitation, Elliot agreed to become a partner in the business and got to work.

It didn't take long for Apex Customs to attract its first customers. Initially, the plan called for a steady stream of cars to be purchased at auction, restored, and flipped for a profit. However, after a few months and a steady stream of customers seeking customization services, Tyler quickly realized he enjoyed the customization side of the business far more than used car sales. It was time to pivot and focus entirely on automotive customization which remains the core business to this day.



THE FOUNDERS

Tyler Copenhaver and Elliot Hutchens, co-founders of Apex Customs, met at the public high school. They bonded over commitment to hard work and loyalty.

Coming from families of meager means, Tyler and Elliot both entered the service industry at a young age to support their families. While their wealthy classmates hit the ski slopes or attended yoga classes after school, Tyler and Elliot laced up their aprons and got to work in the kitchens and bars of Main Street after school late into the evening to make a living.

Working forty hours a week washing dishes, serving drinks, and grilling hamburgers had an impact on Tyler and Elliot's ability to excel in school. Many of the teachers and adults in their lives had little confidence in their future often telling them they were destined for a life of failure and insignificance. Tyler and Elliot took this lack of trust as a challenge and set off to prove they had something to offer. It was through these experiences of serving the wealthy, experiencing first hand that they had just as much potential as anybody else, that Tyler and Elliot bonded and made a pact to build a future of their own.

After high school, Tyler and Elliot pursued separate paths in different states, but they always kept in contact knowing that someday in the future they would partner in a business endeavor. In (year), they started their first enterprise, JET Movers, which lasted two years. This company was short-lived due to a lack of funding and some difficult personal obstacles. However, it was a great learning experience that helped Tyler and Elliot run their four successful companies together. Apex Customs, the

first commercial success, was followed by Elicit Supplements, Automotive Labs, and Blink Mattress.

Elicit Supplements came about as a partnership with accomplished Mixed Martial Arts fighter Clifford Starks. Cliff has had a long career as a professional fighter in the Bellator and UFC organizations and today continues to compete in the World Series of Fighting (WSOF). Starks met Tyler at the well-known MMA training gym, Arizona Combat Sports, where they both perfected their fighting techniques. During downtime between training, Cliff and Tyler came up with an idea for an all-natural sleep supplement that incorporated the super fruit Prickly Pear Cactus. Once Tyler and Cliff developed the formula which they named "Desert Doze," they approached Elliot to help them establish a business and develop a marketing plan to bring the supplement to market. While still in its infancy, Desert Doze has already enjoyed commercial success and continues to grow in the US and UK.

Tyler and Elliot partnered with Susie Merwin, Miss. Arizona 2016, to found Blink Mattress. With a background in building the large successful Mattress company R.S. Mattress, Susie was looking for partners to help her establish a new mattress retail company in the greater Phoenix area. Needing assistance with the business side of the operation, she contacted Tyler and Elliot to partner with her for the new venture. Blink Mattress has already expanded to a second retail store and continues to rapidly expand its customer base in its short four months of operations.

Looking for ways to expand the offerings of Apex Customs to a larger audience, Tyler and Elliot founded Automotive Labs. Automotive Labs currently offers Vinyl Wrap supplies for sale directly to consumers through its online store. They are also developing an LED lighting brand called Axiom Lighting that will offer a variety of automotive LED lighting products for sale through various Automotive Outlets.

THE APEX TEAM



“The strength of the team is each individual member. The strength of each member is the team.”

- Phil Jackson



TYLER COPENHAVER



Tyler, founder and general manager of Apex Customs, is an entrepreneur with a degree in biochemistry and a background in sales, promotions, and marketing. Tyler is the heart and soul of the shop, keeping the doors open, the customers happy, and the employees on task.

As the founder of Apex Customs, Tyler has invested the last four years of his life and every dollar he's ever earned into growing the business. Tyler is uniquely talented at keeping customers happy despite the inevitable delays and setbacks. Tyler has built a business that is admired throughout the Arizona customization community.

Tyler's Story in His Own Words

I truly have no desire to be rich or famous, I am completely content living as an average citizen and doing my part to improve my little piece of the world. When approached with the idea of a show based on my shop, I had no interest whatsoever. When I looked at myself, I couldn't think what would be of interest.

I grew up in humble circumstances. My mother drank too much, and my father was in jail for fifteen years. I went to work at thirteen years old and have been working full-time ever since. I didn't excel in school and barely graduated. My teachers and principals said that I would never amount to anything. They frowned at me for smelling of cigarettes and saw me as the "poor" kid in school. These teachers never took the time to find out that I've never had a cigarette in my entire life. The foul odor came from my mother and her boyfriend who spent days smoking and drinking on the couch and living off of welfare money. At times these situations weakened me and made me want to give up. At others, they strengthened me and made me what I am today. I have struggled to keep my past behind me and to keep it private. However, I feel saddened by others like me that let their past destroy them rather than motivate them.

Role: CoFounder & General Manager

Age: 36

Hometown: Park City Utah

Education: ASU, Biochemistry

Interests: Mixed Martial Arts

At a young age and without proper guidance, it's easy to derail your life by making stupid choices. I feel very strongly about helping a younger generation through such confusing times.

One could spend a lifetime in self-analysis and still feel confused. People often ask me how my brothers and I overcame our background to get college degrees and own homes and businesses. I wish I knew the secret so I could share it with those who are struggling in their lives. I found motivation in being told I couldn't do something. In fact, I tend to take it to the extreme. Get a college degree? What's a way to prove them wrong? How about biochemistry? After years of working full-time while carrying a full course load, I can boast a Bachelor's Degree in Biochemistry. Each of my brothers holds a Master's Degree in Computer Science. Anything is possible with hard work.

“I feel very strongly about helping a younger generation through such confusing times.”

After getting my undergraduate degree, I realized that I could not financially afford to pursue a Master's Degree or a Doctorate. Out of a need for tuition money came the idea for Apex Customs. I thought I would build a business while attending school and then sell it after two years so I could continue my education and volunteer pursuits.

How was I to start a business? All I owned were a couple of classic cars and meager savings. Also, my father and mother had fallen on hard times, and my dad lived with me. Though I was responsible for helping him monetarily, I was glad to finally get to spend some time with my father who I didn't know very well. He helped me juggle my school, work, and MMA training schedules by cooking and running errands. Without him, there was no way I could do everything, and now I wanted to start a new company. I thought about my assets, and it came down to two simple truths. I worked harder than most, and I had Elliot Hutchens.

Elliot was more like a brother than a friend. Our talents had always complemented each other's, and we both shared a passion for hard work. Along with Elliot, I also had Travis Hunt. He too was more like a brother than a friend, Travis helped me bring Apex from a simple two-man crew to what it is today.



“ We share the same vision and he's easy to collaborate with when difficult decisions need to be made.”

- Travis, Shop Manager

“ If ever I needed help with an idea or anything business related, I would go to Tyler. After only being here for six months, I have seen many changes and progress toward his vision. Being able to share the vision is very exciting and that's what makes me see a bright future for Apex. ” - Shawn, Lighting

Travis would work his day job and come home and help me work on cars until the early morning hours.

In the beginning, out of financial necessity, we were forced to live on the company property. Despite our success, Travis and I still live there to this day. Our accommodations may not be glamorous—our small kitchen has no hot water and a single bar style sink, and we cook our meals in a microwave— but we have made it work for the promise of a bright future.

After two years, when it was time to sell Apex, I was so invested in the business that I had a hard time offering it up for sale. My loyalty to my staff also made the idea of selling difficult. The eighty hour work weeks were tough but no worse than my days in school. Even with a heavy work week, I always take an hour a day for weight training and one to two hours for Kickboxing and Jiu-jitsu training seven days a week.

“I owe much to Arizona Combat Sports. The people I have met there are like family.”

I owe much to Arizona Combat Sports. The people I have met there are like family. The training I have experienced there is unparalleled. Some of the best athletes in the world dwell within these doors. My closest friends Jamison, Cliff, and Petros have supported me when I have felt down and have given me the strength to pursue even greater heights. It is in part for them that I am willing to bare my life to the public.

Cliff is one of the best athletes that MMA has seen, yet he finds it hard to get fights. However, this does not stop his efforts in the sport. It's a gross travesty to see him forced onto the sidelines because of MMA bureaucracy. Under the instruction of Trevor Lally, Jamsion has had a lifetime of training. I am continually impressed by his knowledge and skill. My other coach Steve gives up his Sunday mornings to train me and a few friends at a small gym in Paradise Valley. I am honored to call him a friend and to train under him.

After I finished (be specific about which degree this is), I was finally left with about four hours of free time a week. I decided to spend this time volunteering. I had been to Sunshine Acres Children's Home years before to play football with the kids. I grew inspired by what I saw there and the stories I heard of the children's backgrounds. I was not able to give but a couple of hours on Saturdays, so the Acres offered me a position in the fulfillment center moving furniture. It's true that many people think I am there serving community service hours instead of volunteering which is quite hilarious.

I find going there to be refreshing. Everyone there cares. I have been fortunate enough to be around many kids that grew up in the home and hear of them rising above past adversity to make their way in this world. When it comes to taking in children, Sunshine Acres does it right, and they raise good productive members of our community. I am proud to be even a small part of what it is.

The home runs on private funds and therefore sometimes has problems with state bureaucracy. Many other children's homes are more like prisons. Since Sunshine Acres refuses to take things like metal forks away from kids, the state often turns them down to house children of need. If you raise a child in prison how do you expect them to act normal? Sunshine Acres is like raising kids in a real home.

I have always had a passion for animals and feel an intense distaste for their mistreatment, so I decided to volunteer at the Maricopa County Animal Shelter. It was very hard to sign a volunteer application for a place I knew killed more animals than just about any other in the country. I started there as a kennel assistant and quickly moved to help in the clinic assisting in neutering surgeries. It is a bittersweet place for me as I feel an immediate attachment to many of the dogs and cats that are there.

I learned that the reason this shelter has to put down so many animals is that it is the last stop for them. The people here love animals and have no desire to see them put down, but they also have only so many spots and nowhere else for the animals to go. No kill shelters pick and choose the animals they want and turn the



others away when they are full. This way they never have to put an animal down, but they are in essence sending them to a place where it could be the end of the road. I was not aware of this before, and neither are many other people. One dog adopted is one extra spot for another coming in.

“For that reason, I now see the value in doing a TV show centered around Apex.”

One thing I learned through my time at the Acres and the animal shelter is that no matter how horrible life has been to these kids and animals, they are still able to trust. This revelation is what finally brought me around to the idea of having my life on TV. Almost no one knows I volunteer at these places, even my family, and most at the shelter have no idea I am a business owner. I thought I was being humble by keeping everything to myself, and then it dawned on me that it was possible to make even a greater impact if word got out about the places where I am involved.

For that reason, I now see the value in doing a TV show centered around Apex. My employees are like family to me, and I would do anything to propel their future. My friends from the gym are underrated and would have better futures if only they were better known. The organizations I am a part of could benefit immensely from some education on what they offer. I have no desire to have expensive cars or yachts, but if I can leave this world a bit better, then I will be content.

Fun Facts

- One of Tyler's favorite customization projects was wrapping a trailer for the Rolling Stones.
- Tyler spent a year of his life working with lab spiders.
- He plays jokes on his dad, like the time he asked his father to take some tires down the street and see if they would buy them. Before he left, Tyler put decals on his truck that said “Pappy and Sons Tire Biz.”
- His favorite thing about the job is watching the customer's reaction when they see their vehicle.
- Tyler believes that quality of work and trustworthiness make Apex the best in the industry.
- Tyler loves monkeys, he gets a real kick out of them for some reason.

ELLIOT HUTCHENS



Role: CoFounder & Business Manager

Age: 35

Hometown: Park City, Utah

Education: UofM, Business

Interests: Cars, Computers, History



Elliot is the Co-Founder of Apex Customs. He serves as the Technical Director and supports the company in a variety of roles, from accounting and IT operations to marketing and business strategy. Elliot currently resides in New Haven, Connecticut where his wife is finishing her Ph.D. in Nursing at Yale University. He works full-time as an implementation engineer for an enterprise accounting software company and runs the other small businesses with Tyler: Elicit Supplements, Vinyl Labs, Blink Mattress, and Apex Customs.

Elliot comes from a family of blue-collar workers on his dad's side and artists and educators on his mom's side. He grew up with his life split between two contrasting worlds. Half of his time was spent with his mother in Park City, Utah and the other half with his father in Missoula, Montana. Park City exposed Elliot to a world of class, money, and sophistication whereas in Missoula, Elliot's dad was teaching him how to hunt, fish, and survive in the rugged terrain of the Rocky Mountains. Elliot graduated from Park City High School and later attended the University of Montana to study business and accounting.

After finishing his undergraduate studies, Elliot moved to Bozeman, Montana where his family's fifth generation 1,000-acre farm was in danger of getting liquidated by the IRS. Although Elliot spent a good portion of his childhood in the Montana mountains with his father, he had no experience as a farm hand. The farm natives who worked beside him started referring to him as the city slicker after several farm mishaps. There was the time he chased the neighbor's cows for hours attempting to get them back into his family's pasture or the time he caught the farm truck on fire trying to burn off the twine on a 500-pound bale of hay. Despite these setbacks, Elliot quickly found his place on the farm and grew to love the hard work.

After four years working the farm, Elliot moved to Seattle, Washington to start his career in business. He worked as an accountant for several small businesses before shifting his career to a technical role. Self-taught, Elliot was able to acquire certification and began a career as a professional network and software engineer. In 2013 Elliot met his wife, Bridget. Bridget, who was a midwife and nurse, was accepted into Yale's Ph.D. program in 2015 prompting them to move to New Haven, CT.

Throughout his later teens and early twenties, Elliot battled addiction. Starting at age eighteen, he entered his first drug and alcohol treatment program with little success. It took going to four more treatment programs before Elliot finally discovered a men's Alcoholics Anonymous group in Seattle Washington at age twenty-eight. There, they taught him to pull himself out of his destructive path. He has been sober since September 8, 2008, and openly shares his story to help other troubled addicts get clean.

At the foundation of Elliot's life are hard work, dedication, and self-reliance. An entrepreneur at his core, Elliot started his first business, ET Enterprises, at age ten. He got his first job as a burger fry cook at Burger King at age fourteen and was quickly awarded Employee of the Month just a day shy of management discovering he was only fourteen years old when they asked for a copy of his driver's license. Elliot has been self-reliant his whole life. Throughout high school, he worked full-time in the evenings as a cook to support himself. Later, Elliot paid his way through college by working in the university mail room in the afternoons and slinging baggage for the airlines in the evenings while fitting classes in between. His work ethic continues to this day where he works eighty plus hours a week to support his family and fund his startups.

Elliot's interest in cars began when he purchased his first car at age sixteen. A beat-up Geo Metro, it wasn't precisely a vehicle of luxury, especially when compared to the brand-new Mercedes and Audis his high school classmates were driving to school, but it was his pride and joy. His first modification was a set of 15-inch subwoofers and a 1,000-watt amp he purchased at a swap meet. Not having the cash to have it professionally installed, he picked up a book about electronics at the public library and taught himself about 12-volt electronics so he could hook up the stereo system himself. Thus, began a lifetime of tinkering with cars and aftermarket modifications through trial and error.

Most Memorable Apex Story

My wife and I come from very different backgrounds. I grew up in a world where a shady industrial neighborhood of Phoenix is comfortable, not so for my wife. We had been dating only a few months when we stopped by the shop on our way back to Seattle from a wedding in San Diego. Tyler picked us up from the airport in a classic 60's Cadillac in need of a little work and informed us our evening accommodations would be the shop.

When we arrived, the first thing to catch my wife's eye was the handgun on the dresser, a first for the sweet girl-next-door from Ohio. We unpacked our bags for the evening, and as she settled in, Tyler and I went out to the garage to test out the new plastidip spray system which had just arrived earlier in the day.

After about an hour, my wife ventured out of the building we were staying in to find us. New to the grounds, she was wandering around in the darkness when Liberty, the shop pitbull, spotted her and came at her with the full force of a yard dog protecting her territory. Tyler and I heard a loud scream so we dropped everything and ran around the corner to find her. Luckily Tyler's dad was able to pull the dog off before she caused any physical harm, but let's just say my wife is no longer excited about the prospect of visiting the shop!

TRAVIS HUNT



Role: Shop Manager

Age: 43

Before Apex, Travis was not part of the automotive business. At Tyler's request, Travis took classes to learn vinyl wrapping and four years later has risen to be the acknowledged master of the craft among his peers. The respect that the others hold for Travis is evident in everything they have to say about him:

"Travis is the very best with wrap. I know a lot about it but I do not know anyone better than Travis at installing it." - Tyler, General Manager

"Travis is a phenomenal wrapper (like lil dicky good). I go to him for any and all wrap advice." - Wyatt, Mechanic

"Our vinyl wrap technician Travis has been with us from the beginning through some very challenging projects. He's very knowledgeable about vinyl wrap, patient with every project, and pays attention to every single detail." - Elliot, Business Manager

Travis lives in the shop with his pit bull Liberty (and Tyler) and devotes himself to Apex's success. As shop manager, he is the "go-to" guy for technical help.

QUOTES FROM TRAVIS

Do you have one project that stands out in your mind as being particularly interesting/impressive/brag-worthy?

"Ferrari 458 from factory red to satin white. Daring to walk away from the signature Ferrari color."

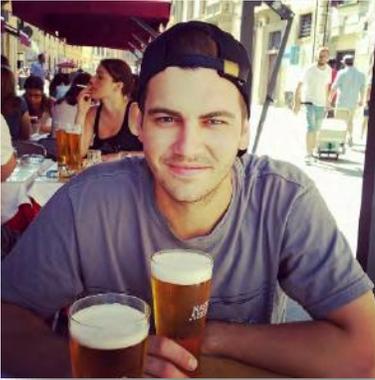
Do you have a funny story about one of your builds?

"Nsx purrari concept. A very detailed wrap that was completely ludicrous. A project that poked fun at those who can be too pretentious when it comes to their vehicles."

Do you play practical jokes on one another at the shop?

"We have access to a printer, plotter and scrap pieces of vinyl. Sometimes we use them to put awkward stickers on crew members' cars. For example, we found a close-up pic of a man with cut abs wearing Hello Kitty underwear and quickly installed it on the rear window on one of the guys' cars while a couple guys distracted him."

NICK TURNER



Role: Wrap and Dip

Age: 26

Nick came to work for Apex about three and a half years ago. He was looking for a job, and his girlfriend Googled the top auto shops in Arizona and stumbled across Tyler's cell phone number. Nick called and they hit it off right away. He spends most of his time at the shop, helping to build the business. As for his duties, Nick handles multiple roles. He is the Project Manager as well as Sales and Customer Service.

Before settling down into the automotive business, Nick considered going to culinary school. He calls himself a "foodie" and likes to cook dinner every night for himself and his girlfriend. His co-workers like to chuckle at how he unconsciously picks up customer accents. Apparently, he also sings a lot - off key.

Despite dealing with a private issue in his life, Nick continues to "grind" away at his job and is excited for the future of Apex Customs.

QUOTES FROM NICK

Do you have one project that stands out in your mind?

"I fell in love with a gloss light blue GT-R that we wrapped with Gloss Carbon Accents. I'd put that wrap up with the best."

Do you have a funny story about one of your builds?

"Way too many to list... But we had a 350z with lambo doors that came into the shop. So I threw on some fast and furious music and started twerking near the car for the crew. I think they enjoyed that. Too much perhaps."

What part of the job is most difficult?

"Dealing with customers on the phone or in person that are uneducated."

Which part do you enjoy the most?

"Sitting down with a customer and face-to-face designing and building their dream car. Putting together a budget, a wishlist, and timelines with my crew."

WYATT NIXON



Role: Performance & Suspension

Age: 24

Wyatt, whose first name is really H.E. is new to Apex. He came on board about a month ago as a mechanic. Prior to Apex, he worked in the automotive industry for about two years and is a fully-certified Harley Davidson technician. Wyatt is currently being trained to wrap cars in addition to his duties in the shop.

On a personal level, things are getting serious with his girlfriend of 4 years and he's making plans to "take it to the next level" sometime this year.

QUOTES FROM WYATT

What should a person look for in a customization shop?

"Pay attention to detail. You never wanna have more knowledge than the guy you are giving your car too."

Which part of the job do you enjoy most?

"The reveal. I love revealing the cars to clients. Makes all the time and effort worth it."

Can you recommend one or two customizations that you think are "must haves" for a car?

"Wheels and suspension. Whether on road or off, those two things will dramatically affect the look/ride of your vehicle."

SHAWN HORACE



Role: Lighting & Audio

Age: 33

Like Wyatt, Shawn is relatively new to Apex Customs. He has worked for the shop as a lighting tech and with audio/visual for the past six months. Though he is new to Apex, he brings over 15 years experience in the industry with him.

"I have always been drawn to knowing how things work since I was a kid. My parents would always tell me that I would take things apart and put them back together. I didn't realize my love for car audio until I started driving and received my first car. The first thing that I did was replace the head unit and speakers. Added a amp for a subwoofer and that's when it all started. After that I was hooked to the automotive industry. My late Uncle Virgil was a mentor that showed me what I know about working on vehicles. In junior high I started helping him with repair jobs and that built my knowledge and interest with repairing vehicles. But I do love cars and enjoy anything that requires fabrication. "

Shawn is hoping to purchase his first home sometime in the next year. He enjoys food and has weird eating rituals.

Quotes from Shawn

What part of the job is most difficult?

"The everyday struggle of being able to manage install time. What makes it so difficult is the fact that we are always so busy, that one hold up can throw everything off track. So it's important to have a plan and manage what you can and only control what you can as well."

Which part do you enjoy the most?

"I enjoy being able to come to work everyday and not calling it a job. I'm doing what I enjoy and it makes me feel good to be part of a team that shares the same vision. But also being able to see someone's reaction for whatever idea or vision that they had for their vehicle. Being able to bring that moment and to do it like they wanted is always great to see."

How do you feel about the whole TV thing?

"I can honestly say that I am pretty excited. To explore something new would be great and also an experience. But really to have an opportunity like this is a once in a lifetime moment. People go through their lives having a dream to be a part of something like this. So I am definitely grateful."

OUR CLIENTS



“

From the moment I walked in, I felt like I was dealing with people I have known for a very long time. They are very informative and help you figure out the right look for you and your car. I would recommend Apex over any other custom shop in the valley because the work is amazing and they take the extra step to make sure it's done right.”

- Alex. S



“

Cannot praise this place enough!! If there were 10 stars, I'd give them a 10-star rating. I called them about some custom lighting I needed for my handicap van and they scheduled an appointment for me to come in and see Jay for advisement. The service was impeccable, the pricing was reasonable, and they were honest.”

-Terry. K



“

I'm always skeptical when it comes to the people working on my car. However, Tyler was beyond helpful from the very beginning. I felt like he was educating me rather than trying to pitch his business. He was honest, transparent, and helpful, and I felt completely comfortable leaving my car in his hands.”

-Lauren. L



“

Ok it's a simple deal, update my 18 year old rigs headlights. The low beam bulbs were burnt out. It's time to upgrade, Nic and his crew made it happen. They were honest, called me when they got their delivery, installed in less than an hour. Nic told me about brightness and let me know if I had any problems, the bulbs were covered for life. Yes I recommend the business. Great customer service & my 4 Runner looks great! Thanks guys.”

-Robert. R



“

These guys are great. Great work!!!! They do what they say and overdeliver. My jag looks amazing and having it touched up 18 months later. No charge. I'll be a long term customer for sure.”

-Jason. M



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