



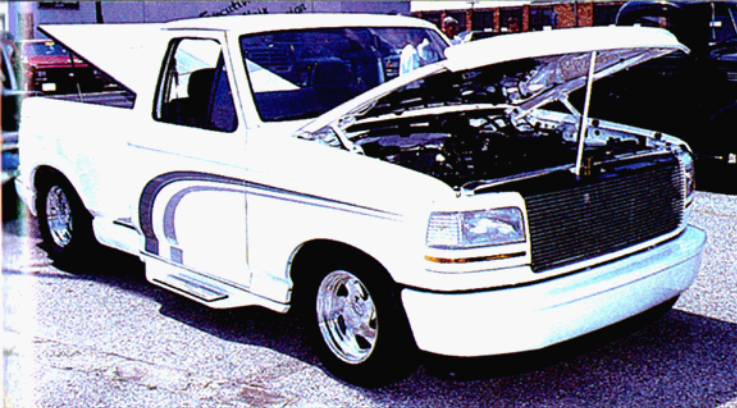
3RD ANNUAL

ALL-AMERICAN

Sport Truck NATIONALS

Gary Case and Stylin' Concepts make the best even better as 743 all-American trucks converge on Owensboro





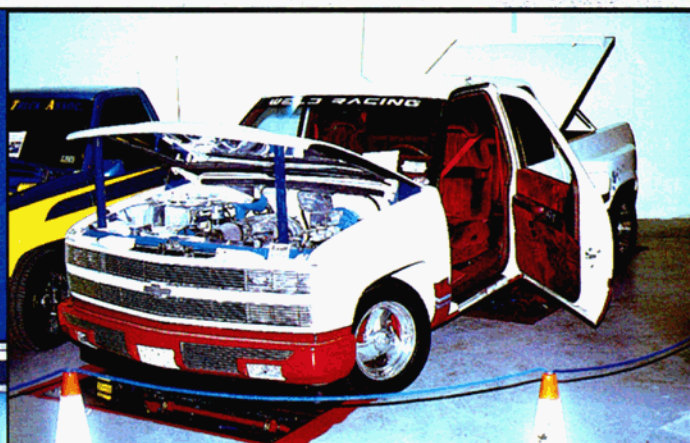
BY BRIAN McCORMICK

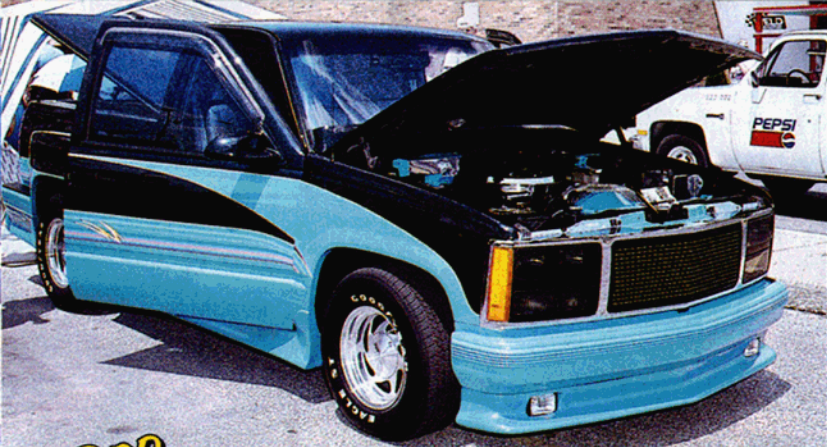
Last year, I wrote a pretty boastful editorial about what Gary Case did in Owensboro, Kentucky. But, there was nothing made up about anything said. The All-American Sport Truck Nationals is the premier event for homegrown trucks and like I said last year, will become the Street Machine Nationals for trucks in years to come. You can bet the farm on that!

In its first year on the Ohio River, the Sport Truck Nats claimed a whopping 523 trucks. A dream attendance of nothing but show trucks. Every promoter yearns for such a turnout, especially when the event is limited to American trucks

PHOTOGRAPHY:
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Truckin'





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only, no foreign tin. Well, after learning from the things last year's success offered, Gary Case and his small army of friends, family and employees worked hard and long to come up with a few ways to make this year's event a little bit better.

Truckin'



A riverboat cruise on the Ohio River on Thursday evening was a great beginning to the excellent weekend ahead. But, Friday was the real start of the event which was held on every square inch of the Executive Rivermont facility, including the convention center.

Thirty-eight major vendors were on hand such as Ford Motorsports, GMC Motorsports, Blower Drive Service, Streetmaster, Weld Wheels, BFGoodrich, Art Morrison, Edelbrock, ASTA, Wabbits, Mr. Gasket, Bell Tech, Goodyear, MTX and Linear, just to name a few of the big players.

Local dealerships, Robert's GMC Truck and Champion Ford both donated big money prizes for their special picks of the weekend with \$1,000 in cash going to the best GMCs and \$1,250 going to the best Fords. Nowhere can any event claim this kind of support for the participants. In fact, the local GMC dealer sold 14 new trucks on Saturday, one of which will be shipped to England after Stylin' Concepts works its magic on the truck.

Come Saturday morning, the Executive Rivermont parking lot and show area had filled to capacity with streets blocked off to hold more trucks. A whopping total of 743 trucks were on



Entertainment throughout the weekend included several local bands who rocked the sunsoaked crowd for hours.

hand, and all of them homegrown types. Not bad for a still fledgling event to be drawing such a huge number of show trucks, and even more impressive with nearly 30,000 spectators passing through the show over the weekend.

If the weather got too hot for the likes of most of us, a pair of pools offered soothing refreshment, or maybe simply kicking back in the air conditioned convention center worked best.

There were also a couple of bands playing on the outside while the Executive Rivermont night club played host to comedians and national talent. Then, if that wasn't entertaining enough, you could come over to the MTX sound trailer and watch Top Fuel videos or Days Of Thunder through about forty speakers and 4,000 watts! Let's just say that it was better than being there, especially when Bell Tech's Jim Morris broke out the scratch-and-sniff nitro card.

Sunday provided everyone with the opportunity to peruse the show under cooler temperatures. The

morning was spent showing off or packing up until 2 p.m. when the awards ceremony began in the main banquet room. Close to three thousand people filled the giant room to capacity. They all wanted to enjoy what many consider the best awards ceremony there is anywhere. ➔



Gary Case goes all out with the "Top 25 Style Awards" which are made of acrylic and nicely etched.



Local media swarmed on the event like it was a congressional meeting, all wanting to find out what custom truckin' is all about. Here's Gary Case telling the locals about the show.



Ford fans got a real kick out of the slick black F-150 parked in the East Coast Customs booth.



Hey, don't mess up! The pinstripers were busy all day and all night striping participant's trucks.



Gary Case personally handed out the "Top 25 Style Awards" to the winners who were very proud to be chosen amongst the top few.



One of the many stereo companies with show trucks on hand was Linear who brought out their new slammed Dodge Ram complete with a mega-system.



The Stylin' Concepts parts trailer was constantly crowded with people buying products for their own custom trucks.



Not quite a show truck, but maybe some day. This vintage Chevy definitely has a lot of potential.

Champion Ford supported the Ford truck owners, old and new alike, by presenting their favorite trucks of the show with \$500 going to a classic and \$750 to a late-model.

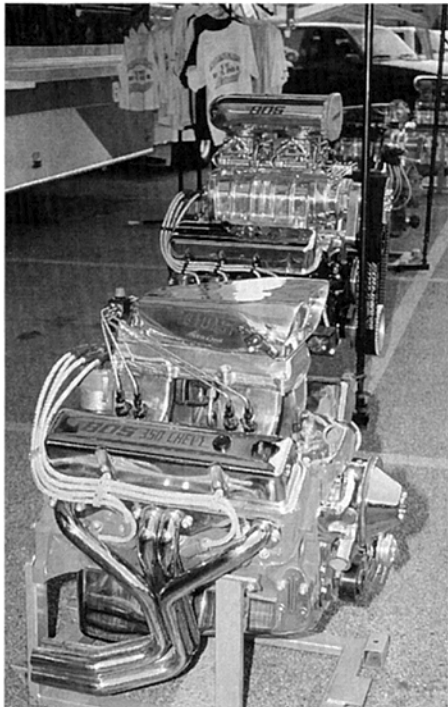


What makes this ceremony and raffle better than all the rest is the people who put it on. Gary Case, Army Armstrong, Pat Martin and the rest of the gang are top notch promoters. But, first, for those 600-and-change who pre-registered, it was time for the raffle. You have to pre-register to be a part of the raffle that boasts over \$25,000 in prizes such as tons of dress up goodies from Stylin' Concepts, tires from Goodyear, several sets of billet wheels from Weld Wheels and Billet Specialties, lots of Bell Tech suspension parts, Wabbit's wood dash kits, billet steering wheels, *Truckin'* magazine subscriptions, Linear amplifiers, tonneau covers, you name, it was probably given away. No waxes and hats here, we're talkin' good stuff!

Enter the awards ceremony. This has got to be the best ceremony there is anywhere, and the awards are really cool. Case spends big cake to come up with bitchin' clear acrylic awards that have been elegantly etched. And instead of having a bunch of classes and trophies, only the "Top 25" receive one of these hot awards. There are also a host "Editor's Choice" and specialty awards that are added to the list to honor out-



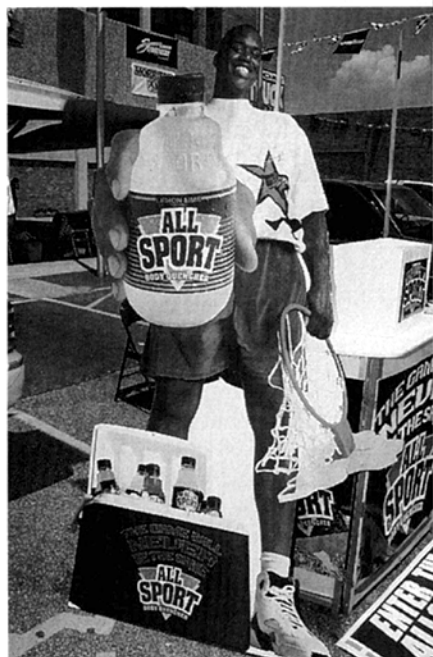
Edelbrock has a ton of performance related products that work with just about every Chevy truck made.



Do you like big, bad and blown engines? Then you would love a jaunt through the BDS display to dream about stuffing a lung on your truck.



One of many huge trailer vendors was Art Morrison who brought out a nice display of racing components.



With temperatures reaching above 95 degrees and a humidity index not far behind, many people went to visit Shaq and the All Sport booth.



The MTX gang had a variety of sound demo vehicles on hand, one of which was this rockin' Chevy with speakers and amps mounted everywhere.

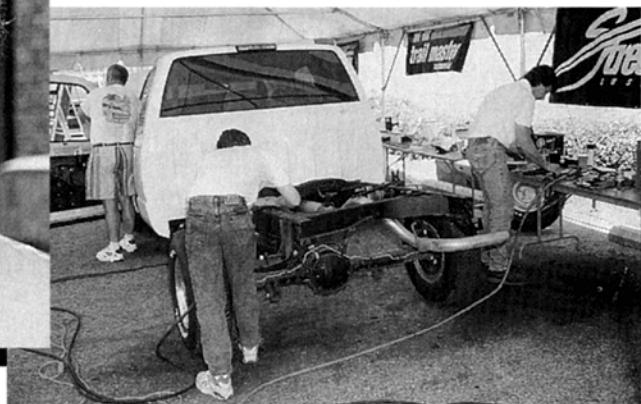
On Saturday I had the opportunity to take a crop duster up and snap a few photos of the event from the air. This should give you an idea of the event size, plus there's more indoors that you can't see.



Jim Morris from Bell Tech and his crew of wrenchers attacked Stylin' Concepts' 1994 GMC Sonoma in an effort to get it low and lookin' good.



The world famous Mr. Mud, otherwise known as Army Armstrong is like the Grand Marshal of the Sport Truck Nationals. After buying a new GMC, the staff at Streetmaster gave it the two-day custom treatment.



standing trucks in the show.

As if the awards weren't enough, the banquet room was lined with beautiful event banners casting images of the Sport Truck Nationals logo upon the 3,000 spectators. But, aside from all that, the true unique feature of this event that no other event can brag about is that each truck that is chosen for an award has its picture taken and is projected onto a giant screen when the owner is presented with the Style Award. Need I say more?

Oh yes, another killer truck event has come and gone, and you know it's good when you already can't wait until next Fourth of July weekend. There will be even more streets along the Ohio River closed off for show trucks and many other new treats courtesy of the Stylin' Concepts staff. For more info, give Gary a call at 216-979-9600 and make sure to pre-register or you won't be able to win any the great raffle prizes.



Over in the GMC Motorsports booth, the newest member of the Sonoma race team is this vivid extended cab quarter-miler which was started up several times throughout the weekend.

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