

## MICHIGAN FIRM CONVERTS CONVENTIONAL PICKUPS INTO CONVERTIBLES

# "Sun Tiger": New Convertible Pickup

How would you like to have your next new pickup converted into a "Sun Tiger" convertible?

A Michigan firm — Dynamic Conversion, of Hillsdale — specializes in turning new Chevrolet, Ford or Dodge pickups into the classiest convertibles you ever saw. Named the "Sun Tiger", the convertibles are available to customers through local pickup truck dealers. You buy the original truck from the dealer, who then completes arrangements for shipment to Dynamic for conversion into a customized pickup similar to the one pictured. You can order a customized convertible or a hard top, and the conversion can include custom interiors in vinyl, leather or combinations of both.

Other options include pinstripe

trim, and oak truck bed, oak side boards, oak-planked tailgate, a cooler for cold drinks, AM/FM stereo, CB radio, color coordinated carpeting, special wheels, a leather steering wheel cover, and a roll bar. The convertible top folds neatly and quickly into the storage space behind the passenger seats and is covered with a special boot. The amount of customizing available is limited only by the buyer's imagination and pocketbook, according to Dynamic officials. Cost for a typical conversion is in the neighborhood of \$2,000.

For more information, contact: FARM SHOW Followup, Dynamic Conversion, 100 Industrial Drive, Hillsdale Mich. 49242 (ph. 616 965-1363).



Customized Chevrolet, Dodge or Ford pickups are available as convertibles or hardtops.

## BUSINESS BOOMING FOR FIRM SPECIALIZING IN NEW-CAR CONVERSIONS

# Custom-Built Convertibles

Nobody's been able to buy a brand new convertible since the Federal Government established stiff crash and rollover standards that forced Detroit's automakers to get out of the convertible business. Right?

Wrong? Convertibles aren't dead. All it takes to get one is three to six weeks and a healthy chunk of money.

"They're expensive but they could also prove to be an excellent investment," says Mark Doyne, president of Emess Coach Builders, headquartered in Largo, Fla., a suburb of Clearwater. He figures the owner of a "converted" Classic 11 convertible should be able to buy a car and drive it for a year or two and recover all of his conversion cost, plus most if not all of the original cost.

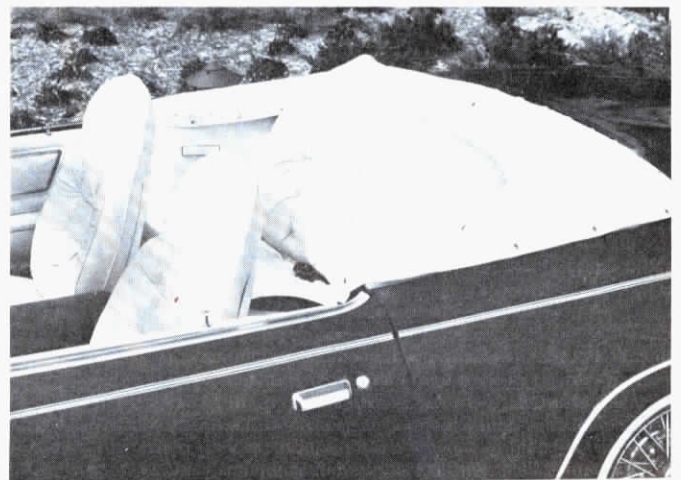
Emess Coach Builder converts only new cars, charging about \$8,850 to make over a Continental Mark V (that doesn't include cost of the car itself), \$4995 to convert a Cordoba and \$4250 for "soft topping" a new Mustang, Monte Carlo, Grand Prix, Regal or Cutlass Supreme. That's the approximate conversion cost for two door hardtops with free standing windows. It's even more expensive for other models.

"There's a lot more to it than just cutting off the top," explains Doyne. "It involves considerable hand work to strip the car down to add reinforcing bars, remove the top and to put it all back together again."

All deals go through car dealers. Customers can have the dealer drop ship the new car direct to Emess from the factory, or they can make arrangements to have it driven down.

New Federal regulations which forced major automakers out of the convertible business have a "loophole" which allows anyone to build up to 500 convertibles of any model without qualifying the cars for crash tests. This small number wouldn't be worth the effort for Detroit's "giants" but it affords more than enough swinging room for opportunists such as Doyne who saw a need, then promptly jumped in to fill it.

For more details, contact: FARM SHOW Followup, Emess Coach Builders, Mark Doyne, Pres., 11442 66th St. No., Largo, Fla. 33541 (ph. 813 541-4491).



Here's the Classic 11 — a limited edition handcrafted convertible model on the Chrysler Cordoba chassis. Double strength folding convertible top is available in choice of black or white.