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8. LUG HD TRUCK

SOMETHING SPECIAL

THIS '11 DODGE
BLENDS BLING
& TOUGHNESS



WISH LIST!

THIS SOLDIER GOT EVERYTHING
HE WANTED - AND MORE!



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DISPLAY UNTIL 8-14-12 AUGUST 2012 VOLUME 7, NO. 8 \$5.99



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BY RON FRESQUEZ ■ PHOTOS: BOB CARPENTER

WISH LIST

THIS MARINE GOT EVERYTHING HE EVER WANTED

Mike Dunlap always wanted to build a truck for the SEMA show, and with sponsors practically falling over themselves to give him product, he was able to put together a sweet ride!

WISH LIST



WHEN U.S. MARINE CORPORAL MIKE DUNLAP asked ATF Motorsports in Chula Vista, California, to help him achieve his dream, owner Sergio Jimenez didn't take long to jump in with everything he had. This small, family-owned shop (2,500 square feet) is a place where anyone who walks in instantly feels like family. ATF does it all: show cars, race trucks, lowriders, clean street rides, and more. When a guy in the Corp (who has done two tours of duty overseas and had just returned from Afghanistan) asks for some help, you clear your calendar.

Mike explained to Sergio that he had always wanted to build a truck for the annual industry showcase, the SEMA show. Sergio knew that was a tall task and would require a lot of high-end parts and some unique twists to get the truck considered for inclusion. "Get sponsors," Sergio told Mike...and the path was laid for a fascinating trip that ended with the truck indeed being a showcased vehicle at the SEMA show in Las Vegas.

When Mike talked to Kim Tremelling at Truck Covers USA, the ball really started rolling. Kim liked the idea of a Marine building a truck to fulfill a lifelong dream and decided that Truck Covers USA would do whatever it could to help. In fact, Kim called and emailed her fellow aftermarket companies and told them she was donating a roll cover for the project and suggested they donate



WISHLIST



RBP supplied the grille.



Truck Covers USA not only provided a roll cover for the bed of the truck, the company's Kim Tremelling took the initiative and asked other aftermarket companies to get involved and donate product, too. The beauty of the Truck Covers USA cover, of course, is that it rolls up and out of the way. The bike racks are from Yakima.

RBP 96R wheels combine with 40-inch Toyo Mud Terrain tires for a very aggressive look.

WISHLIST WISHLIST



The '09 Yamaha R1 has a long list of products added to it, including Triggery Nasty Paint, Top Stitch Upholstery, Nitrous Express, Avon Tyres, and more.



Top Stitch Upholstery did a masterful job with the interior. Katzkin covered the seats.



A Fabtech 11-inch lift kit gets the Ford up into the air.



King remote-reservoir shocks make the ride smooth.



In the conference room at Truck Covers USA (left to right): Kim Tremelling, Mike Dunlap, and Nils Forssman.



Sergio Jimenez (right) gets the Road Armor bumper positioned on the SEMA-bound truck.



Luis Garcia of Trigger Nasty painted the Road Armor bumpers to complement the truck.



Look at the colored metal flakes in that bumper...wow!



The 40-inch Toyos waiting for install at ATF Motorsports.



American Sunroof Company added a sunroof where there was none before. Looks like a factory job now.



Top Stitch Upholstery did a bang-up job on the interior of the Ford.

their products, too. And she called *8-Lug* to inquire about a feature article. Word spread, and soon Mike actually had to make choices about which products to go with.

Everyone liked the idea of helping out an American soldier, and the way things came together made everyone feel good about the diesel pickup customizing industry. When the truck was on display at the SEMA show, it had a matching bicycle mounted on the Truck Covers USA roll cover and a matching motorcycle parked next to it.

That was one proud Marine at the SEMA show. [E-L](#)

WHO'S WHO

The list of sponsors is a who's who of the truck world.

- AFE
- Alpine
- American Sunroof
- Amp Research PowerSteps
- ATF Motorsports
- Atlas Spring
- B&W Hitches
- Bulldog Winch
- Bully Dog
- Crown Performance
- Fabtech
- Firestone
- Flo-Pro
- Recon Truck Accessories
- JL Audio
- Katzkin
- Kinetik Power Cells
- King Shocks
- Mag-Hytec
- MBRP
- North County Audio
- RBP
- Realtrainhorns.net
- Road Armor
- Strictly H.I.D.S.
- Titan Fuel Tanks
- Top Stitch Upholstery
- Toyo
- Truck Covers USA
- Truck-Lite
- Yakima