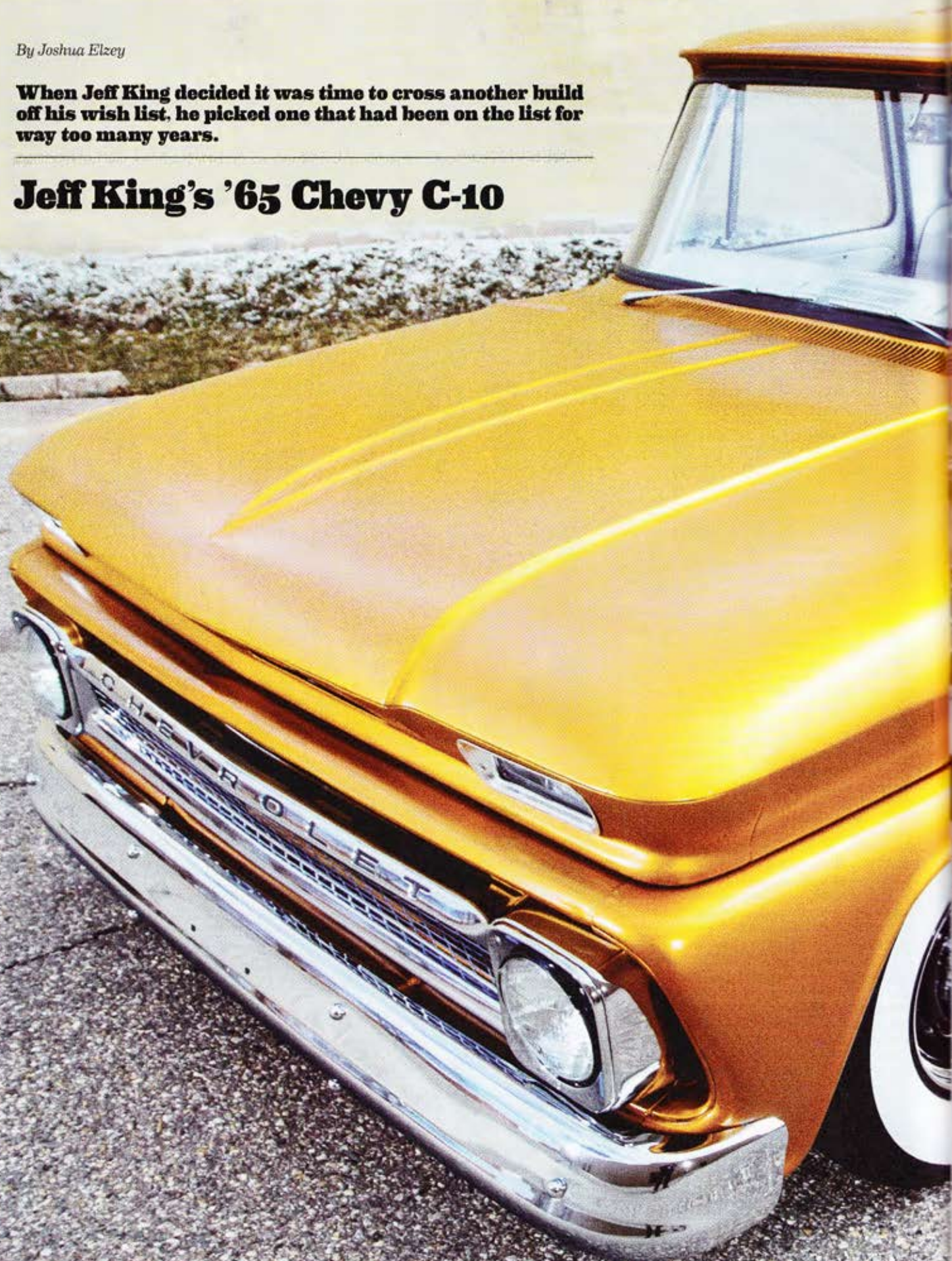


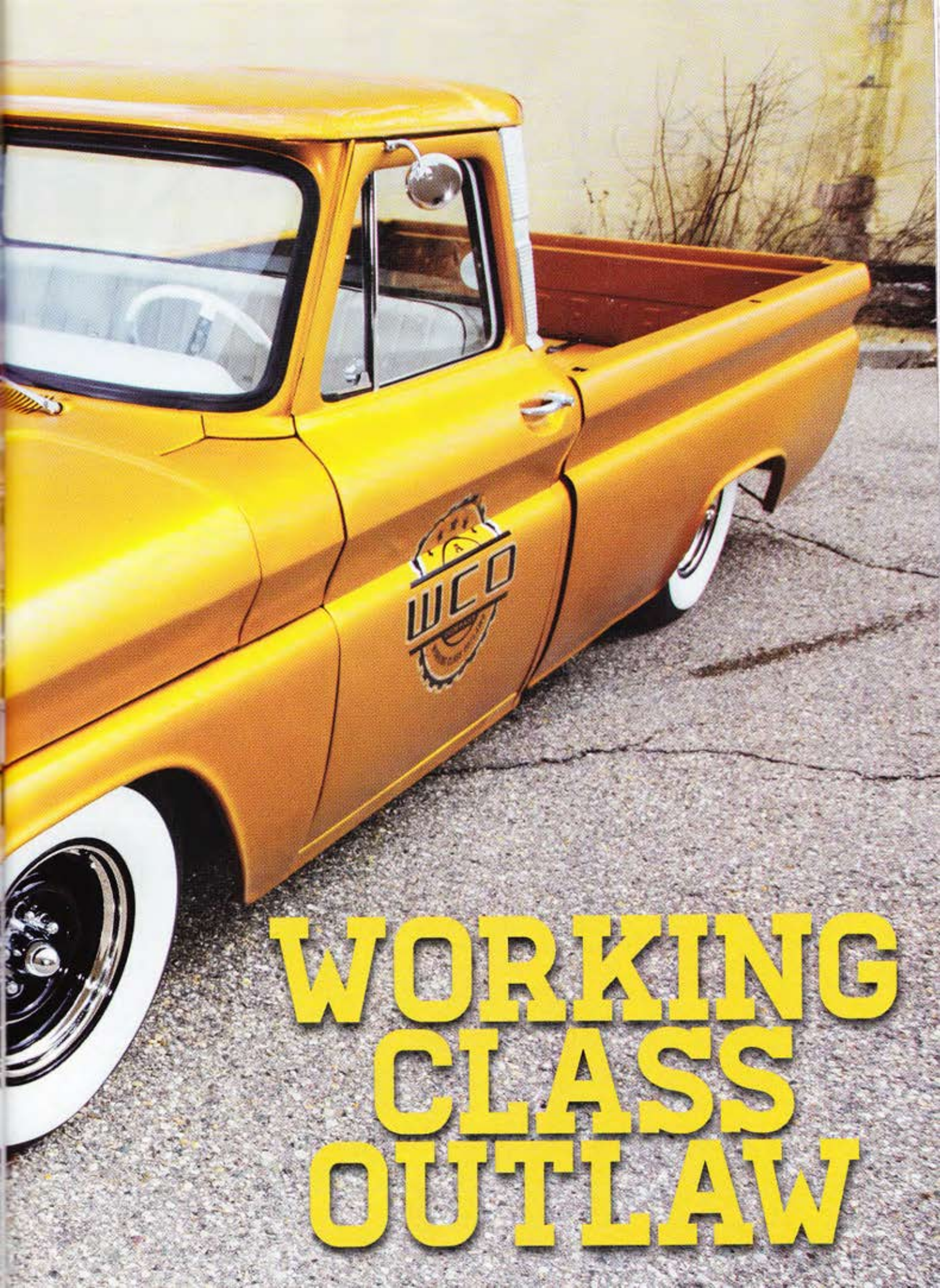
*By Joshua Elzey*

**When Jeff King decided it was time to cross another build off his wish list, he picked one that had been on the list for way too many years.**

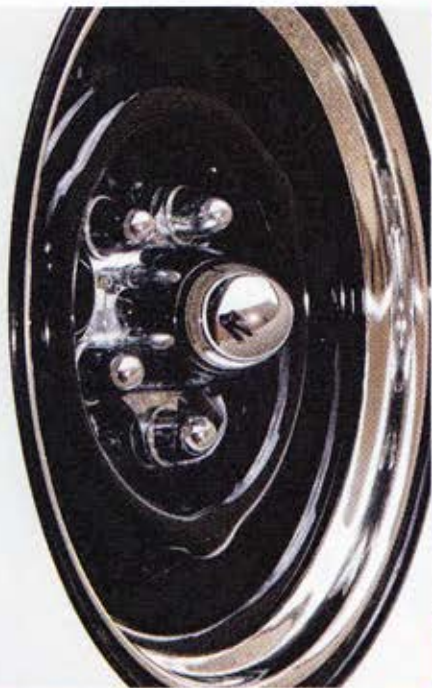
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## **Jeff King's '65 Chevy C-10**





**WORKING  
CLASS  
OUTLAW**



**I**t was time to put together a daily driver he could really enjoy. So, the search began for a 1984 to 1986 Chevy C-10 long bed pickup. In Jeff's opinion, that was the only option for a lowered static truck, as the short bed didn't have the overall body lines he desired.

Having come from Southern California, Jeff had always loved shop trucks used as stylish daily drivers. They were owned by people who were not into an expensive build but wanted to show a lot of style. He would be using his truck as a mobile advertisement for his restaurants, meaning he would need to spend some time on the end result looking as good as he had envisioned. Jeff also wanted this to be as low as possible without air ride suspension, and reliable for taking to the roads as a daily driver.

Wanting to start with some "good bones," Jeff started searching

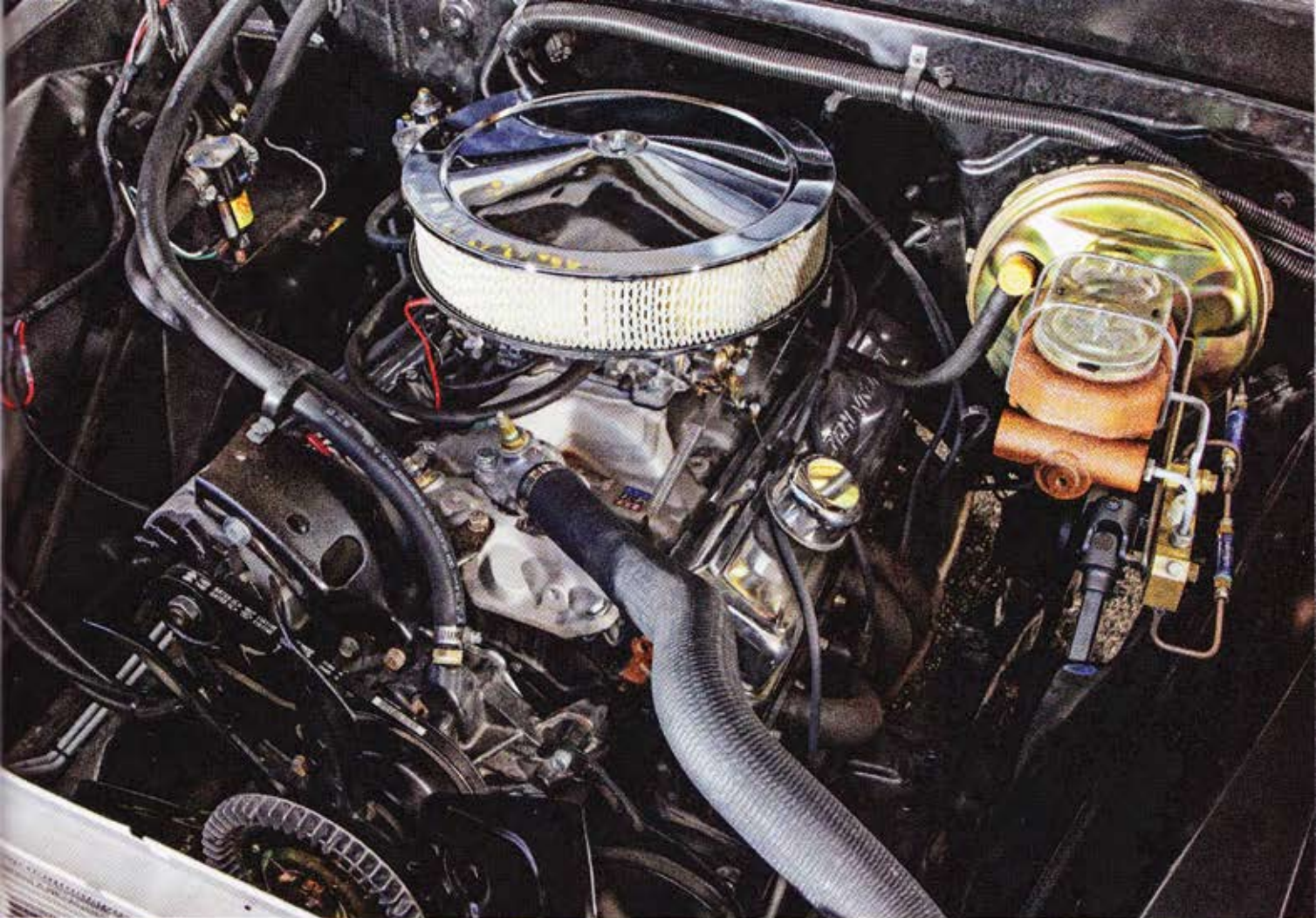
via Craigslist in states where rust is usually not an issue: states such as California, Texas, and Arizona. One listing eventually caught his eye. It was a 1985 with a clean frame and a black primer cab (with no interior), and a long bed sporting a rolled rear pan, out of Texas. The floor pans were rusted out, though. Knowing he was going to have to fix common issues on anything available, and with the price being reasonable, it seemed worth the risk. With fingers crossed that the images on the listing told the whole story, Jeff pulled the trigger and had it shipped to him in Michigan.

Jeff brought his project idea to Brothers Custom Automotive in Troy, Michigan, to go over suspension, tires, motor, and paint color options, using their wealth of knowledge on what was available and where to find it. Brothers Custom had already worked out the color scheme with Jeff before

this roller was brought to the shop. They provided color samples and a few spray outs to help make the final decision. It was decided to blend a combination of different Roth flakes over the same PPG base coat color as the truck for a kustom touch. Jeff was glad to see something that was not trendy, with a combo that would stand out from the crowd.

Many of the parts needed came from reliable aftermarket sources such as National Parts Depot which helped provide the front bumper. The Classic Performance Products lowering kit uses dropped spindles and disc brakes, while they also provided a rear disc brake setup. Summit Racing's tilt steering column is topped by a Mooneyes steering wheel.

Brothers Custom disassembled the truck to start on the much-needed rust repair, which led to painting of the three-inch C-notched frame.



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**Next was the interior,  
which Jeff wanted to look  
simple, clean, and white!**

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#### TECH SHEET

**Owner:** Jeff King

**Occupation:** Restaurant owner

**Location:** Berkley MI

**Builders:** Owner & Brothers Custom

**Vehicle:** 1965 Chevrolet C-10

**Body Modifications:** Lifted bed floor,  
modified wheelwells, rolled pan

**Paint:** PPG DBG basecoat orange w/Roth  
flake (roof)

**Painter:** Brothers Custom (Troy, MI)

**Custom Graphics:** WCO logo on doors

**Engine:** Summit crate 350 w/aluminum heads

**Transmission:** GM 700R4

**Ignition:** MSD

**Exhaust:** Coated headers, duals

**Rear End:** Stock w/3.73 gears

**Suspension:** F- Classic Performance  
Products lowering kit w/dropped spindles,  
R- Gas shock/spring, frame C-notched 3"

**Brakes:** Disc

**Wheels:** 15x7 Wheel Vintiques steel

**Tires:** 225/75R15 radial WWW

**Seats:** Glide Industries bench

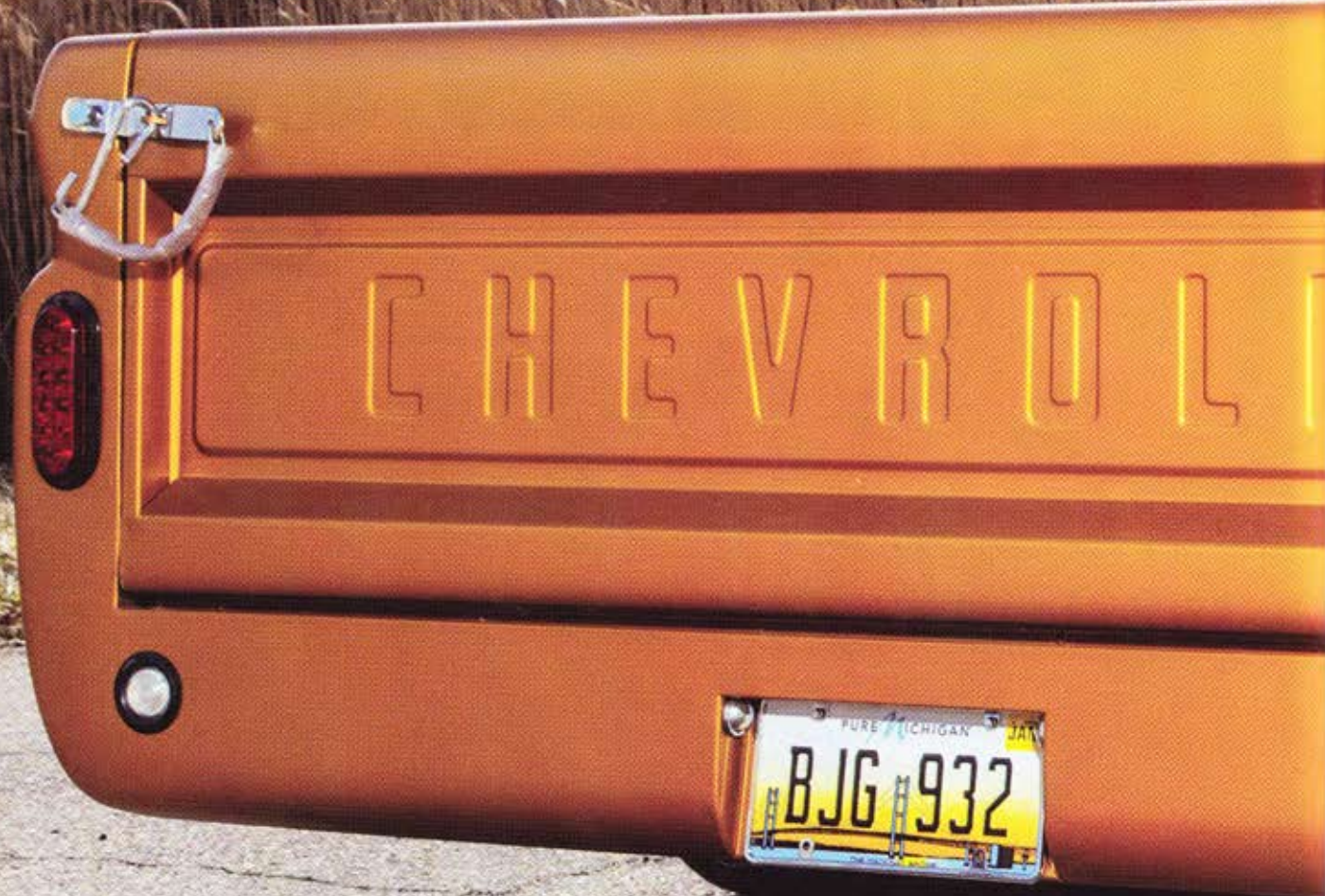
**Upholstery:** White leather

(Mario's Upholstery)

**Dashboard:** Brothers Custom gauge panel  
w/Speedway Motors gauges

**Steering Column:** Summit Racing

**Steering Wheel:** Mooneyes



A Summit Racing crate 350 engine was backed by a 700R4 transmission for reliability and better fuel mileage.

In order to accommodate the drop, Brothers Custom raised the transmission tunnel. The bed also needed to be modified to allow for the lowered rear suspension and notch, so a custom frame was made to lift the floor. Jeff bought oak planks and stained them before installing. The modified stock wheelwells added the

final touch. Jeff really wanted spider caps, which required the front hubs to be machined. Wheel Vintiques steel rims are wrapped in wide whitewall radials.

Next was the interior, which Jeff wanted to look simple, clean, and white! Brothers Custom provided a custom panel to hold the Speedway Motors gauges and a simple retro stereo. The Glide Industries bench was upholstered in white leather by Mario's

Upholstery, located nearby in Detroit. The rest was left as stock as possible.

With the final paint laid down and the business logo added to the doors, it took about nine months overall to finish the project and Jeff enjoyed going to the shop and getting his hands dirty with the crew at Brothers Custom. Although the project was finished in November, Jeff still was taking any opportunity he could to drive the '65.

