

Have It Your Way

The multi-billion dollar aftermarket business was created for people who wish to personalize their vehicles to fit their lifestyles.

African Americans On Wheels (AAOW) magazine took two vehicles and gave them an urban flair -- we customized to the max. Our transports of choice were the 2001 Mitsubishi Montero sport-utility vehicle, and the 2000 Jaguar S-Type sedan. Both rides have loads of jaunty urban appeal.

Getting the works was our basic, no-frills Montero, newly loaded with about \$11,000 worth of accessories. The official vehicle of our non-profit safety campaign, "Why Can't We All Just Buckle Up?," the sport-ute has toured 10 U.S. cities, and has been widely used for seatbelt and car seat safety demonstrations.

The Jaguar S-Type has about \$6,000 worth of newly added extras. It, too, has been around, on display last December at the Washington, D.C. auto show, and most recently in February at the National Automobile Dealers Association's annual convention in Las Vegas.

AAOW took on this customizing effort to highlight accessories that might be of interest to drivers, many of whom live in urban communities.

Accessories varied for each vehicle, since it is crucial that no addition significantly hamper driving performance.

Kimatni Rawlins, project coordinator, offers this advice: "I wouldn't suggest loading everything that we did on the Montero because the added weight slowed down our vehicle. We just did it to draw as much attention to the vehicle as possible."

Rawlins also encourages individuals to work with consultants when planning a lot of add-ons.

"And if you have a problem with an accessory, you can send it back," Rawlins said.

For more information on accessories, check out our *Auto Details* section in each issue of the magazine. If there is something you have questions about, e-mail Krawlins@onwheelsinc.com.

Jaguar S-Type "Urban Premier"

Cabriolet Top

E&G Classics

www.egclassic.com

The soft-top roof might be old school for some, but for others, it just isn't urban if it's got a hard shell.

Wood Dash

Automax

800-545-0400

Wood says luxury, so we wanted it all over our Jag. It already comes with some wood paneling, so be sure to match precisely.



Tires

Vogue Tyre Co.

www.vogue-tyre.com

Make sure tires add to the ride and don't adversely affect performance.

Rims

Vogue Tyre Co.

www.vogue-tyre.com

The rims can make or break a vehicle, but in this case, our Jaguar becomes a true classic.

Life Track Security

1-866-543-Life.

www.Lifetrak.net

The security system includes a sensor for 24-hour security service. If the vehicle is in danger, a distress signal is dispatched once a call is made.

Project Consultant

Predelivery Service Corp.

800-368-8930

Mitsubishi Montero The 2001 Safety Utility Vehicle

Roof Rack/Ladder

JAOS

www.jaosusa.com

Great for hauling extra luggage or cargo, and getting stuff up there is easier with the rear ladder.

Fog Lights

JAOS

www.jaosusa.com

Not only do fog lights enhance your ability to see at night, but they really give an SUV a distinctive look.

Detailing

Nationwide Detailers

818-655-5042

No point in adding extras on a dirty vehicle. Keep it clean with a top-notch detailer who knows how to pamper those expensive rims.



Graphics

Modern Image

www.modernimage.net

Got a message you want to get out? Here is a way to do it with style.

Rims

Carmani/BDS

www.oasiswheels.com

Some cars aren't complete if the rims aren't smokin'. There are literally hundreds of styles to choose from, ranging in price from \$50 to \$2,000 each.

Audio/Video

Clarion

800-366-4567

Not loud enough? This particular system included bigger speakers, two amplifiers and voice activation. Result: tripled sound.

Tires

Toyo Tires

www.toyo.com

Tires can improve or hamper the ride of a vehicle. Make sure what you add fits the build.

Brush Guards

JAOS

www.jaosusa.com

Looks intimidating? You bet. But they also complement the fog lights.

Life Track Security

1-866-543-Life.

www.Lifetrak.net

The security system includes a sensor and tracking for 24-hour security service. If the vehicle is in danger, a distress signal is automatically dispatched.