



#GOALS

**NOTHING LIKE A DEADLINE
TO GET THINGS DONE!**

Text by Mike Self
Photos by Luke Munnell



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T'S NOT EVERY DAY that a first-timer gets the opportunity to build a truck for SEMA, but Denver Lawrence struck gold (or Medium Gold, as paint code WE5180, which drapes the truck, is referred to) when it came to his '70 Chevy.



THE GRILLE IS STOCK 1970 CHEVY, BUT THE HEADLIGHTS ARE DEFINITELY NOT. HID PROJECTORS' XENON HEADLIGHT HOUSINGS ADD MODERN LOOKS WITH INCREASED SAFETY.

Denver had always wanted something to cruise, but other priorities kept him from being able to devote much time to thinking about a project much less actually take one on. For most people with the typical 9-to-5 it probably wouldn't be too much of an issue to fend off the desire to own and build a badass ride, but Denver's job presented a unique problem.

He works at TMI Products. You know, those guys that make all those amazing custom interior products for classic rides. To make matters worse, he's the company's web designer, meaning that a good portion of his job entails staring at photos of awesome vehicles with excellent interiors. As you can imagine, the temptation was huge to put something cool in the garage.

In one of those "duh" moments, Denver eventually realized that the perfect project had been staring him in



US MAGS PLAIN JANE WHEELS MAY BE PLAIN, BUT THEY MAKE A BIG IMPRESSION. FRONTS ARE 22x8.5, WHILE THE REARS MEASURE 22x9. CONTINENTALS AT EACH CORNER ADD PLENTY OF GRIP.

the face all along. His family had always had this '70 Chevy C-20; it'd been sitting in their driveway for years. Denver recalls, "This truck has always been in my life. When I was little, it had a camper on the back, [and] we always had the oldest rig rolling up to the camp zone, with a matching boat out back."

Of course, working at a place like TMI definitely has its perks, and a really big one presented itself when talks of the then upcoming SEMA 2015



started filtering throughout the building. With his dad's C-20 in mind, Denver offered it up as a build to represent TMI at the convention. To his surprise, he got the go-ahead. "TMI jumped onboard with the interior and said I could bring my truck to SEMA 2015, so I committed to getting her done in my driveway in the 110-degree California heat." Denver lives in Corona, which loosely translated means "hell fire" or something to that effect.

It was time to dust the cobwebs off the ol' truck, which had seen better days. With the help of his buddy, Frank Cambio, and a growing list of companies wanting to support a properly vetted TMI build, Denver immediately began stripping the truck down for a rebuild, which would obviously include many modifications along the way.

Knowing that the interior department was more than handled, Denver and





Frank focused on other areas, such as cutting the truck down to a short-bed, which of course also meant cutting the frame. The truck's underpinnings were converted to a 1/2-ton five-lug setup with the help of a 12-bolt posi-traction rearend and Michigan Metal Works front-end components.

Then the truck was brought down to a new low: AirRex airbags were installed at all four corners, with a Porterbuilt cross member and Classic Performance Products drop spindles up front, and a Steinjager 4-link out back. Air volume is provided by a pair of VIAIR compressors. Topping off the new stance are US Mags Plain Jane wheels in 20x8.5 and 22x9-inch sizes, with Continental 40 series tires all around.

Denver didn't want to go too crazy with the next stage, but we have to say that it's impressive nonetheless. An essentially basic, mildly detailed Chevy 350 was massaged and bolted in, and features a Motorcar Parts alternator, Champion aluminum radiator, Spectre air cleaner, Hedman headers and a



JUDGING BY THE EXTERIOR, YOU MIGHT NOT EXPECT AN INTERIOR LIKE THIS, BUT IT DEFINITELY DOESN'T LOOK OUT OF PLACE. THE TMI PRODUCTS CREW WENT WILD WITH ITS CATALOG OF C-10 GOODIES, AND BY THE TIME THEY WERE DONE, IT WAS LIKE SOME CRAZY STEAMPUNK TAILOR HAD SET UP SHOP INSIDE DENVER'S TRUCK.

Flowmaster 40 series exhaust. The transmission choice is a bit of an oddball for a lowered street truck, but we can dig it—a granny-gear SM420 four-speed. Other upgrades include a Classic Performance Products brake booster/master assembly, a TANKS, Inc. fuel tank and an Optima Yellow Top battery with Chassis Unlimited battery mount.

Once everything was bolted in, quick work was made of installing a Painless Performance wiring kit, and Denver was ready to take the truck through TMI Products' roll-up door for an interior overhaul. TMI Sport X Pro-Classic bucket seats (in red vinyl with platinum mesh inserts) were bolted in over the matching TMI carpet, while a TMI dash kit surrounds

the Dakota Digital gauge cluster. TMI also provided the steering wheel and door panels, and a RetroSound stereo head unit provides clean sound without being visually intrusive. Finally, an Old Air Products AC kit was installed as a reward well-earned for those sweltering days spent underneath the truck.

The result of Denver's build is a truck that can be thoroughly enjoyed day in and day out, while still showcasing TMI's perfect execution of its unique interior product line. Best of all, it does so without overpowering the overall look of the C-20. Of course, by meeting the SEMA deadline thousands of people got to enjoy Denver's truck first-hand, and he can enjoy the old family hauler in a new way. ■



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WE KNOW IT'S NOT THE PRETTIEST THING EVER, BUT IT SERVES AS A GREAT EXAMPLE OF A FUNCTIONAL AND FUN LOWERED TRUCK. A MILD 350, AIR CONDITIONING AND A NARROWED TRACK WIDTH THAT ALLOWS FOR PLENTY OF TURNING RADIUS ARE SURE SIGNS OF A GOOD TIME.



BUILD SPECS

OWNER
DENVER LAWRENCE
Corona, CA
1970 Chevy C-20

ENGINE & TRANSMISSION

- Chevy 350 engine
- Hedman headers
- Flowmaster 40 series exhaust system
- Champion aluminum radiator and cooling fans
- Spectre air cleaner
- Undercover Innovations dress-up panels
- Painless Performance wiring kit

CHASSIS & SUSPENSION

- Performed by Frank Cambio
- Porterbuilt front cross member
- Michigan Metalworks control arms
- Classic Performance Products drop spindles
- Frame shortened 20 inches
- Frame notch
- Steinjager 4-link
- AirRex airbags
- Classic Performance Products disc brake kit
- Classic Performance Products brake booster/master cylinder
- Optima Yellow Top battery
- Chassis Unlimited battery mount

WHEELS & TIRES

- 20x8.5 and 22x9 US Mags Plain Jane wheels
- 245/40R20 and 295/40R22 Continental tires

BODY

- Bed shortened 20 inches
- Raised bed floor
- Dynacorn bumpers front and rear
- HID Projectors headlight kit

INTERIOR

- Performed by TMI Products
- TMI Products carpet
- TMI Products Sport X Pro-Classic seats
- TMI Products center console
- TMI Products dashboard
- TMI Products steering wheel
- Dakota Digital gauge panel
- Old Air Products AC system
- RetroSound head unit

SPECIAL THANKS FROM THE OWNER:

“To my dad for letting me use his truck. To my buddy Frank Cambio, without his help, I couldn't have made it to SEMA. To all my friends and neighbors who helped with the heavy lifting. Also, thanks to all of the companies that helped with the build, including: US Mags, Steinjager, Unisteer Performance, Classic Performance Products, TANKS, Inc., Dakota Digital, Flowmaster, LMC Truck, Undercover Innovations, Michigan Metal Works, Performance Distributors, Painless Performance Products, HID Projectors, Precision Restoration Parts, Hedman Hadders, Motorcar Parts, Champion Cooling, Old Air Products, Optima Batteries, Continental Tire, VIAIR, DynaCorn, RetroSound, Chassis Unlimited and Porterbuilt Fabrication.