

Tundra Molds Artistry with Taste of Texas

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LAS VEGAS (Nov. 4, 2013) – After a pull on the handcrafted stainless steel drawer, onlookers will imagine the steak sizzling. West Coast Choppers owner Jesse James drew inspiration from Texas restaurateur Tim Love to build an 8-foot combination KitchenAid® oven and white oak chopping block that extends from the Toyota Tundra truck bed. The Tundra will be on display at the SEMA Show in Las Vegas.

James and his team aimed to keep the authenticity of the Tundra, while adding high quality details to enhance the Texas barbecue theme. A Texas Longhorn and the defiant “Come and Take it” slogan can be seared into meat on the custom iron oven grates, and the phrase “West Coast Choppers Texas Barbecue” further customizes the build. Two WEATHER GUARD® side coolers help keep meat at safe temperatures while traveling, and stainless steel compartments store individual condiments. The team also lifted the truck 4 inches and added a more rugged look through matching black fender flares, N-FAB nerf steps and Method Race Wheels. Additional featured items include General Tires, a Camburg suspension and OPTIMA® batteries to keep power flowing.

“We didn’t want anything silly. We wanted a high-end look to go along with the fully serviceable chef’s kitchen,” James said. “Nothing is visible until you slide out the stovetop from the back. It came out great.”

James’s West Coast Choppers established its reputation as a motorcycle manufacturing facility in the early 1990s, later featured on the “Motorcycle Mania” series and “Monster Garage” on the Discovery Channel. The brand gained international fame and celebrity clientele.

Love is owner of multiple Texas restaurants including Lonesome Dove Western Bistro, Woodshed Smokehouse and the White Elephant Saloon. He is known for his innovative grilled, roasted, braised and slow-cooked meals and Texas inspiration.

“I love experimenting with new, fun ways to share my cooking, and this Tundra encompasses that spirit,” Love said. “The Texas details and quality craftsmanship will get any fan excited to see what we can create.”