

ury to buy his own customs when he was younger, but now has two drag bikes along with a custom-built Harley. When asked what his favorite part of the job is, he responds without a moment's hesitation. "I like taking something and making it faster and look better."

Not only does Keith have a lot of experience working on bikes, he has quite a bit riding them, too. "I've been riding since I was five year old," he says, "And I did Motocross until I was nineteen."

But with all this combined experience, Jason and Keith really only want one thing to be known: They don't have an elitist biker mentality. They want hardened biker aficionados and inexperienced enthusiasts alike in their shop.

"We will cater to everybody, Hondas, Kawasakis, Harleys — all are welcome. We can handle everything that walks in that



door," says Keith.

Jason is even more emphatic, and points to the sandals on his and Keith's feet. "Who wears flip-flops to work in a bike shop? We are laid-back. We want to be accessible." Jason is only 24, and when he cracks that he is "wise beyond his years," I think he might be on to something. Derby City Customs is a community place, for anyone and everyone who shares the same love that he, Mike, and Keith do: two-wheeled machines of any make or model. "We aren't trying to push anything on anyone," he says. "We'll talk to everybody. The reasons it's taken off here is our attitude. Most people just want to be educated, not looked down upon."