



The flip-flops surface again. I wonder about toe safety, what with all the metal parts and whatnot, but they don't seem to be worried much about that. As far as I can see, Keith and Jason both have ten toes apiece, so they must know what they're doing.

Jason continues, "The attitude around other shops is to make any dollar they can. We're looking ahead of that; we're looking to establish a relationship with the community. You can see us all at bike nights, we're happy to talk to you about your bike, our bike, whatever."

He tells me about their first T-shirt logo,



one that said, Things Have Changed. We're Here Now. He shakes his head. "People don't have to deal with what they have been. We're not trying to make a buck off everyone that walks through the door."

The community atmosphere of Derby City Customs reverberates out into the Louisville area through word of mouth. The guys at DCC firmly believe in helping others around town out, in sharing publicity. They keep themselves very busy with local projects, and will have a booth at June's 2005 Bluegrass BikeFest, not to mention a show for Hot Bike Magazine with American Thunder's Michele Smith in

September. They also sponsor two Motocross riders as well as some local drag race teams.

The Golden Rule mentality around Derby City Customs seems almost too good to be true. Does this mean that even I, a non-assuming female with lower-than-average motorcycle jargon, can finally hang out and talk bikes in a, heaven-for-bid, bike shop? I tested it out, and wandered

