



STAINLESS STEEL BRAKE CORPORATION'S
2003 CHEVY S-10 ZR2 PROJECT TRUCK

STEEL PONY

TEXT AND PHOTOS BY HARVEY SCHWARTZ

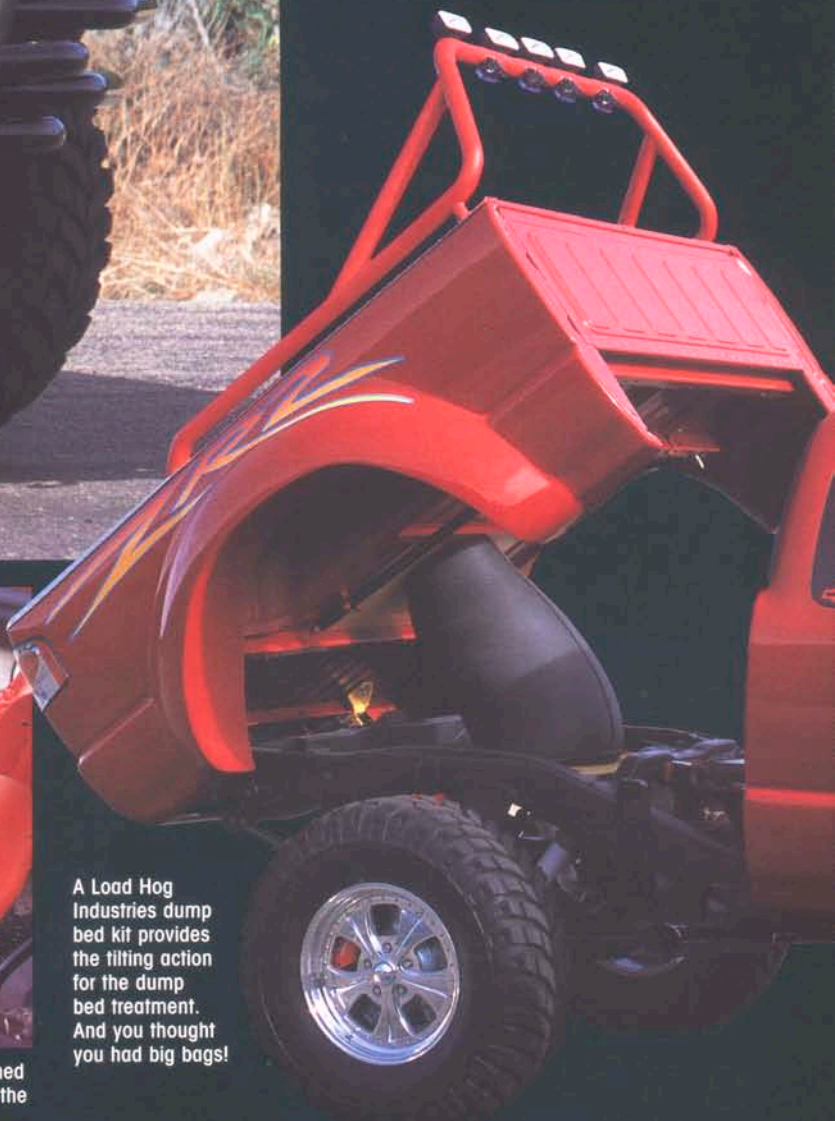
The New York-based Stainless Steel Brakes Corporation spared no expense when they decided to build a fully customized and tricked-out, last of its breed, 2003 Chevy S-10 ZR2 pickup truck. The idea was to showcase SSBC's great performing, three-piston Tri-Power brake upgrade kit at the 2003 SEMA Show. The SSBC Tri-Power high-performance brake upgrade kit comes with slotted and plated, 13-inch front brake rotors; three-piston calipers; slotted and plated, 12.2-inch rear brake rotors; and 54mm single piston calipers, with a built-in parking brake. Mike Jonas, president of Stainless Steel Brakes Corporation, and his staff of engineers and designers wanted to be sure that everyone stopped and marveled at their Chevy S-10 when wandering around in the cavernous 2-million sq.-ft. Las Vegas Convention Center, where over 1,500 tuned and dressed-up vehicles were on display.



Trent also crafted the trick looking Sony Xplod system featuring 1,200 watts of power feeding a variety of speaker including four subs mounted into diamond plate-covered Q-Logic sub cabinets.



Trent's Trick Upholstery installed the creative tire tread patterned red leather upholstery which works great with the addition of the aluminum features also added to the interior.



A Load Hog Industries dump bed kit provides the tilting action for the dump bed treatment. And you thought you had big bags!



What you see from any angle is that almost every inch of the exterior and interior of the SSBC Chevy S-10 has been customized and upgraded with the latest in aftermarket goodies, making this Chevy S-10 a standout in the eyes of many pickup truck enthusiasts.

The Car Shop, in nearby Springville, New York, did most of the installation and fabrication of the SSBC Chevy S-10 ZR2 project truck. Their modifications to the body included the beautiful, seamless 4-inch fender flares, shaved door handles and rear liftgate handle. The Car Shop used a durable Goodmark Industries stainless steel ram air hood, and APC tail-lights/turn signals, to complete the sleeker and more aggressive look of the S-10 body.

The Car Shop then painted the S-10 a custom deep red, and after drying, applied Modern Image's colored vinyl graphics to the front fender flares and cargo box sides. The Car Shop next installed a SPAL Advanced Technologies remote-controlled front door kit that comes with two remote keyfobs. The Car Shop also designed and installed their own power-operated, tailgate unit, with a remote control switch located inside on the center console. The rear window was replaced with a power-sliding window from CR Laurence Co.

The body was now ready to get dressed-up with the latest in additional bolt-on hardware from the aftermarket industry. The Car Shop first installed a winch and front bumper guards from Superwinch; a Street Scene Equipment custom grille and roll pan; a MBRP, Inc. matching red painted roll bar, chrome Nerf bars, side steps, and front grille bars; a Dee Zee, Inc. grille guard; and a Trenz billet Bowtie for the center of the grille. A

load of PIAA Corp. accessory lights were mounted onto the top and bottom of the MBRP, Inc. roll bar, making this S-10 even more aggressive to those who savor this direction of customizing.

The S-10 was then returned to SSBC's shops where a MBRP, Inc. custom, stainless steel, cat-back exhaust was installed for a bump in performance. Now the S-10 was ready for the Superlift Suspension Systems lift kit installation that lifted the S-10 chassis 6 inches over factory stock height. Once the lift was complete it was only appropriate that a set of big and beefy Mickey Thompson 35 x 12.50R17-inch performance tires, and 17 x 9-inch Colorado Custom billet wheels, which still allow for a view of SSBC's icon product, their performance disc brake conversion featuring powerful calipers and 12-inch rotors. While at the SSBC's shops, a Rhino Linings Corp. tough and durable, spray-on bed liner was installed. Furthermore, the cargo box in the SSBC Chevy S-10 is like no ordinary pickup cargo box because this cargo box does tricks as it fully tilts skyward thanks to a Load Hog Industries dump bed kit. The kit is originally designed for the long-bed S-10 but was cut down in length and installed by the excellent technicians at SSBC's shops. This unique cargo box also contains a big RKI diamond plate toolbox up front, and a pair of Dee Zee, Inc. diamond plate, full-length, fenderwell toolboxes.

Before heading out for the interior work, the SSBC S-10 ZR2's power and


torque was massaged with a K&N Engineering high-flow air filter kit, a high-performance Alternator from Powermaster, and a Jet Performance Products performance chip for the engine and transmission, along with their stronger pulleys. Scosche Industries supplied the custom wiring and auxiliary batteries for the monster audio/video system to follow.

Trenz's Trick Upholstery of Baltimore was called upon to perform all of the interior work. Trenz's fabricated the stunning red leather front bucket seats and the red leather inserts on the door trim and center console cover which mimic the tread pattern of the tires.

The S-10's incredible Sony Xplod audio system includes two 600-watt amplifiers, 6-inch speakers in the kick panels and doors, plus five earthshaking subwoofers housed in Q-Logic's custom diamond plate speaker boxes. The Sony video system includes a DVD player with flip-up LCD screen on the dash, and one LCD screen in each of the three doors. Benevento custom dash trim was used throughout, and Trenz supplied the billet dash inserts, gearshift stick, and antenna. The S-10 was complete when Trenz's installed the Street Glow, Inc. neon and strobes.

The SSBC Chevy S-10 was picked up and returned to Clarence, New York, where it was readied for the upcoming SEMA Show. At the show the SSBC Chevy S-10 ZR2 received favorable reviews from everyone that came by. The SSBC Chevy is a very unique pickup truck, the last of the line for this popular small truck that packs so much sport, function and utility. Stainless Steel Brakes Corporation has shown what you can do with this great Chevy compact pickup truck if you have lots of imagination and money is no problem.

You might have the opportunity to gaze on this very special pickup truck because I am told that the SSBC 2003 Chevy S-10 ZR2 will be displayed by GM at several

upcoming SEMA International Auto Salons around the country in 2004. 



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