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STREET TRUCKS

SEPTEMBER 2010

VOLUME 12, NO. 9

OPERATION Muscle Truck

A YOUTH FILLED WITH HIGH
OCTANE FUEL COMES TO FRUITION
TEXT BY JASON MULLIGAN • PHOTOS BY JASON MULLIGAN AND TRAVIS NOACK



street
trucks
TRAVIS NOACK
1995 Chevrolet C1500
Fullerton, CA



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HAVING BUILT HIS FAIR SHARE OF TRUCKS OVER THE YEARS, MOSTLY OF THE CHEVY C-10 AND C/K VARIETY, STREET TRUCKS EDITOR TRAVIS NOACK HAD BEGUN A '56 F-100 PROJECT. OF COURSE, DAILY-DRIVEN TRUCKS ALSO FELL TO THE SAME CUSTOM HAMMER THAT HE HAD PICKED UP AS A KID. Travis bought his '95 Chevrolet C1500 pickup as a daily driver without any intention of customizing it. After all, it was already slammed on a set of classic 15-inch smoothies with retro hubcaps. Of course, we know that whenever anyone says, "I'm leaving this one alone," the sentiment never lasts long. Which is why it was unsurprising that within a year he'd torn the C/K apart in his driveway and rebuilt it inside and out, thanks to help from his friends. The ultimate goal for this truck was as a display at SEMA.

Truck builds tend to follow a certain theme and style. Most of Travis' builds have a few things in common, namely the color red, flames and hot rod styling. After all, he grew up polishing the wheels of his dad's classic '29 Ford red roadster pickup. Once Travis was old enough to have a set of wheels of his own, an '83 GMC C-10, he slammed and customized it while he was in high school.

It was around that time that Travis saw an ad for the Resolutions show, and he contacted Bob Hase and asked for special permission to attend, since he was only 17 years old at the time. A note from his parents was needed and supplied. From then on, he was hooked on custom trucks forever.

That didn't mean that he didn't experiment with other vehicles, though. After his C-10 was sold, he picked up a classic '69 Chevrolet Camaro with a ZZ3 345-hp GM crate motor backed by a four-speed, giant tachometer and Weld Racing wheels. Needless to say, it was classic muscle car style through and through. The pedal was pushed to the limit and rubber vaporized into the air at every turn. Unfortunately, the Camaro faced the chopping block because it wasn't practical as a college commuter. Travis picked up a '90 C/K after that and began customizing once again. It helped to cement his future career as a truck magazine editor.



1. The bed was sprayed with Line-X spray-in bedliner.



2. Twenty-inch bonspeed SS wheels were hit with sand-cast gray powder coating and wrapped in Toyo Proxes STII tires. Massive 14-inch rotors with six-piston Baer brakes bring them to a quick stop.

Nearly two years ago, Travis was asked to modernized and update sister publication *Muscle Car Power*. G-Machine and high end muscle car builds utilizing modern-handling suspension parts, big wheels and big brakes to back up the big power under the hood were introduced, and the power bug that Travis had missed since his Camaro was sold bit him again. When the time came to build his daily-driven '95 C/K for the SEMA show, the muscle truck theme was a perfect fit. The truck would blend influences from classic period era muscle cars, modern G-machines and custom trucks.

SPECIAL THANKS

- Mom and Dad-Hot Rod Youth Fuel
- Wife Melinda and Daughter Ariel
- Marcel Venable at Hardkore
- Tom McWeeney of Kustoms Inc
- Dave Monnig at Coast Airbrush
- Jeff Jones at Brault Auto Paint & Supply/PPG Paint
- Chris Crisali
- Mike Finnegan
- Jason Mulligan
- Harley Camilleri
- Galen Armenta
- Andy & Curt Radi at Radi's Custom Upholstery
- Cory Scott at Kustom Werx
- Brad & Charlotte Fanshaw at bonspeed Wheels
- Julie Sediq and Jay Jones at Toyo Tires
- Teppy Peddington at Line-X Spray-On Truck Bedliners
- Mike Burley at Sir Michael's Corporation
- Dr. Jamie Meyer at GM Performance Parts
- Zack Farah at Gearstar Performance Transmissions
- Shawn Gibson and Sean Siedelman at Gibson Performance Exhaust
- Robert Wilson & Richard Waitas at MagnaFlow Exhaust
- Todd Gartshore, Hal Baer & Dutch Miller at Baer Brake Systems
- Bret Voelkel & Tony Bicknel at Ridetech
- Gus Stewart at Original Parts Group
- Jaed Arzadon at Pioneer Electronics
- Joe & Brad Provenzano at Audio Innovations
- Bret at Classic Industries
- Brett Brinkman at Empire Motorsports
- Nicole Girkey & Patrick Burris at Royal Purple Inc.
- Erik Harbour at Kinetik
- Carlos Marron, Vince and Joe at The Choppin' Block
- Tim Miller at Surf City Garage
- Bill Tichenor at Holley Performance Products
- Tom at Chevy Truck Salvage
- Joe Morrow at AIM Industries
- Roger Rosebush at Be Cool Products
- Dave at PML Inc.
- Dan Kahn at Spectre Performance Products
- Tim Music at Accel Electronics
- Serafin Patino at Sera Finish (Polishing)
- Jesse Olson at Louder Than Life Motorsports
- Regis at B&M



3



4

3-4. To complete the muscle look, the interior was yanked out, dyed black and updated with bucket seats. Radi's Upholstery wrapped the seats in black leather with classic muscle car hound's tooth inserts. Black loop carpet finishes it all off.





“This truck was built to be driven and driven hard...I do!”



The first step was to gut the lowered suspension in place for performance-handling air ride. The Choppin' Block in Fresno, California, handled the installation of a full Ridetech Level 2 Street Challenge air ride system. Up front, Ridetech StrongArm control arms, CoolRide air springs and adjustable billet shocks were installed for handling and ride comfort. A performance sway bar was also installed and steering was corrected using Baer tie rods that keep bump steer to a minimum.

Out back The Choppin' Block made a custom mount to house the Ridetech valve block, compressors and aluminum air tank. The frame was notched and an Airbar 4-link with sleeve airbags was installed to get the truck low. Adjustable billet rear shocks also allow for street and autocross play. bonspeed 20 x 8.5 and 20 x 10 inch SS billet wheels were next to follow with cast-inspired gray powder-coated centers. The billets were wrapped in Toyo Proxes STII P255/40ZR20 front and P275/40ZR20 rear tires

to complete the package.

Of course, any muscle truck or G-machine needs plenty of stopping power, not just for halting after quick launches but also for better control on the autocross track. Baer six-piston brakes with 14-inch rotors were outfitted in the front, and a Baer Track Plus rear disc brake conversion with 13-inch rotors was used out back.

The next step was big, but necessary. After all, what would a muscle truck be with a shameful 305 work truck motor under the hood?

5. A GM Performance Parts HT383 crate motor pushing 340 hp and 435 ft-lbs of torque was dropped in and outfitted with PML valve covers, Gibson headers, a Weiland intake manifold, Holley TBI and Speed by Spectre air cleaner.

6. Ridetech Level 2 Street Challenge air ride kit was installed by the guys at The Choppin' Block.



5



6



Done entirely in the driveway, with the help of Marcel Venable of HARDKORE, Mike Finnegan and Chris Crisali, the old motor was issued its marching papers and a new HT383 crate motor from GM Performance Parts that puts out over 340 hp and 435 ft-lbs of torque was installed. Horsepower is for drag racing, and torque is for fun and show. The motor was painted black using KBS Coatings materials and dressed up with components that matched the factory muscle car cast look. Finned PML valve covers, a Weiland intake manifold and Holley TBI were installed under a Speed by Spectre polished air cleaner. Also under the hood is one of the two Kinetik HC1800 power cells that provides plenty of juice to the motor, compressors and audio system inside of the truck. Expelling the gases from the GMPP crate motor is a set of Gibson headers that flow out of a custom MagnaFlow



exhaust featuring high-flow cats. The power is backed up by a custom-built transmission from Gearstar Transmissions featuring a 2800 stall and shift kit.

On the inside, the truck was a stripped down work truck featuring aftermarket power windows and a rubber floor. This gutted and bare interior would be fine for a race truck that only sees the drag strip. But modern muscle cars and G-machine builds feature clean, updated interiors that provide comfort for those who actually drive the trucks to the autocross track and back after beating on the suspension and motor. The old bench was tossed aside for a pair of buckets from Chevy Truck Salvage. Andy and Curt Radi at Radi's Upholstery wrapped the seats in black leather with hound's tooth inserts that harken back to the days of classic muscle cars. The rest of the interior was pulled out and dyed black



7

7. Tom McWeeeney of Kustoms Inc. taped off the anti-glare shield on the hood and El Camino SS-inspired racing stripes that were hit with SEM Hot Rod Black.



using SEM products and the steady hands of Chris Crisali, Marcel Venable and Travis. The door panels were swapped out for a set of power window and lock panels before being dyed black with the hound's tooth inserts. To keep the rattling down inside the regular cab, R-Blox sound deadening was laid out over the floor and the rest of the cab before muscle-inspired black loop carpeting was fitted. Behind the buckets sits a custom subwoofer box housing Pioneer Electronics gear that was installed by Audio Innovations in Glendora, California. Of course, Travis had to toss in some custom truck tricks in the form of a bonspeed Delta billet steering wheel and Empire Motorsports billet trim.

A few more custom truck tricks were applied to the outside of the C/K body. A full chrome smoothie bumper from AIM was installed below a new grille shell, billet insert and lights from Classic Industries. Out back, a Sir Michael's steel roll pan was bolted up and a tailgate handle flip kit was used. Line-X bedliner was sprayed in place of the old drop-in liner that was set on the curb for its next victim. Marcel and Chris straightened out the body before it was dropped off at Coast Airbrush, where Tom McWeeeney of Kustoms Inc. resprayed the truck and laid down the graphics to complete the muscle package. Tom blended the factory PPG white that was mixed

by Jeff Jones of Brault Auto Body Paint & Supply and Cory Scott of Kustom Werx. An anti-glare shield was taped off on the hood and sprayed in SEM Hot Rod Black. Also flat black is the piece de resistance: a set of SS stripes inspired by 1973-77 El Camino SS factory stripes based on Original Parts Group's stripe kit was taped out by Marcel and Tom before Tom sprayed them and striped the lines in red. Sarafine's Custom Polishing buffed the truck out to a shine just days before the SEMA show.

The C/K blends the influences of classic muscle cars and modern G-machines with custom trucks, bringing together the youth and current career of owner Travis Noack. ■

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