

# The vintage asset we built brand spanking new

CASE STUDY: THE MICHELOB ULTRA PURE GOLD CAMPER

*Custom Fabrication*

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Michelob  
ULTRA  
PURE GOLD

+

ICEBOX  
BE SERVED. BE SERVED WELL.





## THE CHALLENGE

When Michelob Ultra approached us to take their new organic beer on the road, we knew something special was going to come out of our shop.

They needed a mobile unit that could showcase their product 50,000 miles a year, through every climate imaginable—from snowy mountains to sun-baked beaches and every lake, forest and desert in between.



It needed to be easy enough for one person to operate. It needed to hold a lot of beer. And it needed to look Pure Gold good.

# THE SOLUTION

We came up with the concept: A vintage camper. Then we built the whole thing from scratch. It was the best way to ensure every board and bolt would hold up over the miles and over the years. No restored junkyard vehicle would do.

Every detail was handcrafted to fit the brand's zen, SoCal surfer vibe. We sourced authentic materials where we could, like real wood, hand-stained to create the right texture. Solar panels keep the unit completely self-sustained. Everything was custom fabricated to keep on brand—"ultra premium"—and running strong.

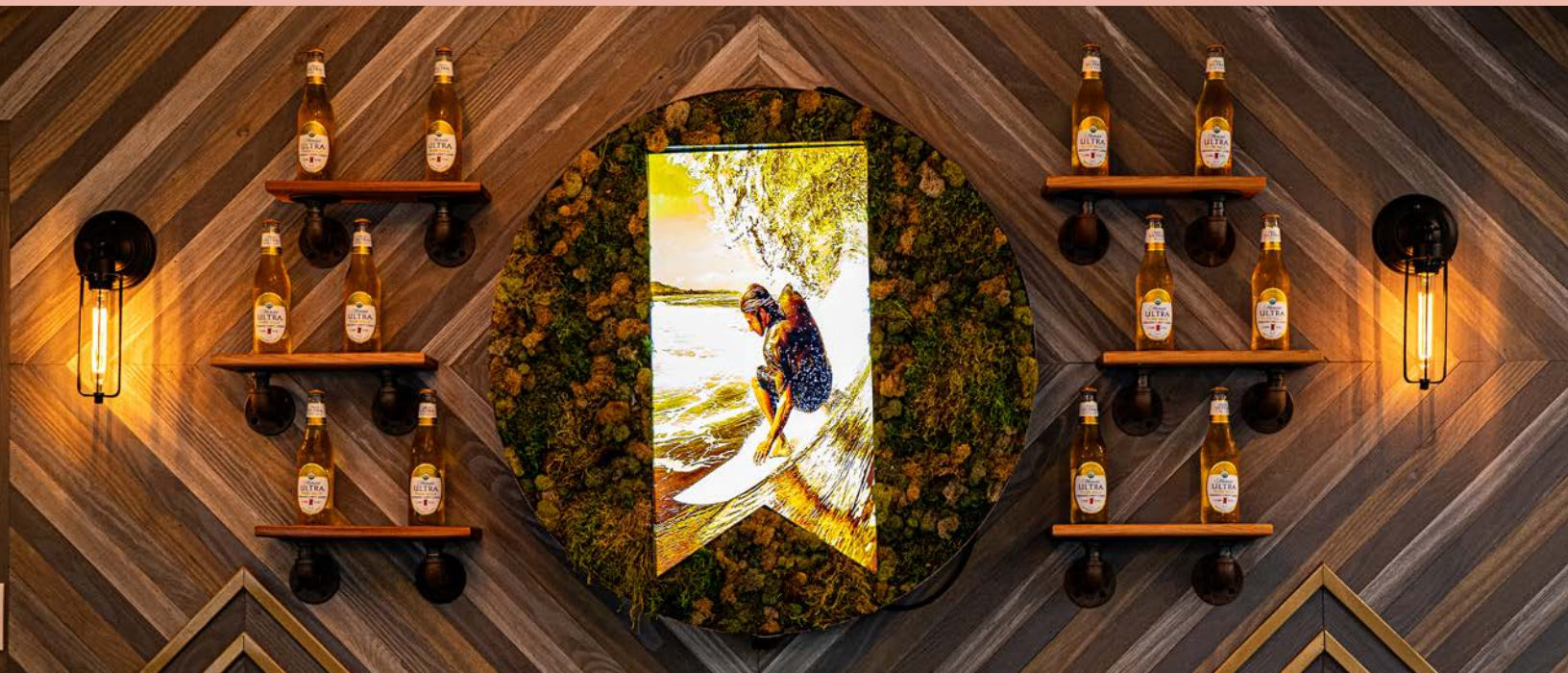
The camper keeps 54 cases of Michelob Ultra Pure Gold ice cold. And just one person can take the whole show on the road. It's a dream to drive and even easier to get event-ready—from set-up to service, less than 30 minutes every time.



50K  
MILES/YEAR

54  
CASES ON ICE

30  
MINUTE SETUP





## THE RESULT

Now celebrating its third year, The Michelob Ultra Pure Gold Camper is still on the road, making an impact nationwide. It's in great shape, holding up to driving rain, bitter snow, hot sun and even hotter sand. Even better, almost immediately after this camper was made, our client asked us to get to work making a second one. Now you can spot two of our vintage campers on the east and west coasts simultaneously, both built from scratch and built to last.

**HITTING ALL 4  
CORNERS OF  
THE U.S. AND  
EVERYWHERE  
IN BETWEEN.**

Tell us your vision. We'll bring it to life.

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