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Announcing the 61st Annual Kragen O'Reilly Sacramento Autorama 2011 Builder of the Year: Robbie Azevedo of Pacific Coast Customs

The 61st Annual Kragen O'Reilly Sacramento Autorama, happening February 11-13, 2011, is proud to announce "young gun," Robbie Azevedo of Pacific Coast Customs, as the 2011 Builder of the year. The event will feature Azevedo's great work in Building C at Cal Expo in Sacramento.

Already a decorated and deserving builder, at the Sacramento Autorama Azevedo has won awards such as the Sam Barris Memorial Award (2006), the Manuel Arteche Memorial Award (2006) and Best Paint in WMBC Class (2006). Others include Goodguys Early Truck of the Year Finalist (2006), MOTHERS SEMA Excellence Choice Award (2006) and, at the Grand National Roadster Show, Best Engine in the, AMBR Class (2008). Robbie has had 3 invitations to Blackie's Fresno Autorama and won numerous Best of Show Awards. Pacific Coast Customs projects have been lucky to land on 3 covers of national publications and have been featured in over 10 national magazines.

The hard working and artistic Robbie Azevedo is on his way to accomplish all of his childhood dreams. He grew up in a car family and was exposed to cars and car shows from an early age. A graduate from the Napa High School class of '02, Robbie walked across the stage with high honors and a 4.0 gpa. He won outstanding art awards and was the president of his high school's car club, Rods and Roadsters, for two years. He raced on team Sears Point for one year and won the quarter finals at the Summit ET Series drag racing nationals.

After high school, many expected Robbie to attend college and be a doctor or lawyer, he opted to follow his dreams. "I want to wake up every morning and have a desire to do what i love," is what he always said, and fabricating on cars is just that. He worked at his parents business, Pacific Auto Salvage Inc, during school and after graduating, but knew he still wanted to be a fabricator and actually build cars. He lived in Colorado and worked in the industry for awhile until realizing he had all the talents to do it on his own. With that, he decided at age 19, he was going to open his own street rod shop in Northern CA. In December 2003, Pacific Coast Customs opened in American Canyon.

The 7 year old shop has gained great popularity and had much success. His big imagination and very talented crew are a winning combination that produces superb builds. They strive for quality and attention to detail, as well as trend-setting creativity. He runs the shop with old fashioned business ethics and customer service. Hoping to leave an impact in the custom car world, and many years ahead in which to do it, you can be sure that you will see amazing work coming out of his shop in the future! With the shop filling up more every day, the true "young gun," is living his dream.

Come see Robbie at the show with his Sam Barris award winning *Project Impression*, his personal AMBR contender, *Pacific Coast Special* and an in progress 2008 GMC Denali named *O.E.M. Terror!* The Sacramento Autorama recognizes Azevedo and his entire staff for the hard work and creativity that furthers the hot rod hobby. We, and the rest of the hot rod industry, look forward to many more memorable builds from this promising 26 year-old.