

Diamond

in the
ROUGH





Good Enough for a Man But Built by a Woman

BY KEVIN AGUILAR
PHOTOGRAPHY: KEVIN AGUILAR

When you see trucks in a magazine or even in real life, you think of lots of muscle and maybe some good ol' boys who built them. That assumption is true for most custom trucks, because it is mainly guys who own them and get crazy enough to cut them up. But, once in a while, we come across some females who will throw a wrench in our gears just to mess with us. And when they do, we can turn our heads and just grovel at the amazing accomplishments that women can make.

Bobbie Rader is one of those female individuals who is out to stir things up. She has been doing this ever since she was 7 years old. That was when her mother's boyfriend introduced her to the automotive world, since he raced a dirt track car in the local circuit. Bobbie became very intrigued with the racing bit and helped out as a member of the pit crew.

Once she got older, her interest in cars remained, and she would make her way to shows on her own. Later on, Bobbie met John Rader, who would become her husband, and they shared a strong bond through motor vehicles. Together, they bought a Chevrolet Cavalier to drive, and later they fixed it up. After driving it around, Bobbie found out very quickly that she didn't like small cars and wanted to move on to bigger vehicles.

She ditched the car and went the total opposite direction when she bought a lifted '91 Chevy Blazer. It had a body lift over a set of 33-inch tires, and it was your typical large and in-charge highway beast. Then again, Bobbie discovered that the vehicle she owned

wasn't really what she liked. She went for big and just went too far for her liking.

Bobbie toed down her truck craze and traded her monster Blazer for a second-gen Dodge Ram. John then took over and drove it on his 40-minute daily commute to work. Living in Missouri, there wasn't much of a custom influence for the Raders to get into the whole lowered truck scene—that was until their friend Brian Staack, who owned a stereo shop, enlightened them to custom trucks.

From there, the truck slowly evolved to getting more custom as time went by. The first step was a 3/4-inch drop to clean things up a bit. Then, once they started going to even more shows, Bobbie decided that she wanted the truck to go even lower with airbags and a set of 18-inch wheels. The cool fact about it was that Bobbie and John did all the work to the truck on a gravel driveway in front of the house they were renting.

After building the truck outside with weathering conditions, they decided to step up their game by getting a shop to work in.

Bobbie and John saved up the money and bought a house with a shop on the property. Then, the name No Coast Kustoms was given to their shop that housed Bobbie's Dodge. After they moved in, Bobbie got bored with how the truck looked and wanted to rebuild the whole thing. This last winter, they spent countless hours at night to completely revamp the truck. Since they worked regular jobs in the daytime, they came home to spend the rest of the long winter nights in the shop.

This truck has evolved as more of a fluke than anything else on how it came to be. The first oddity about it is the fact that the truck is a Dodge, and the popularity of them is very low versus the abundance of Chevys in the scene. Another is that a woman with the help of her husband built it. She not only owns it but also had a hand in the construction. Besides the painter, the two of them were the only people to work on it. Lastly, the Raders live in an area of Missouri that has little to no truck scene to help with motivation of the project. With all that against them, the truck overcame all odds to turn into what it is today.

THE 411

Owner/hometown: Bobbie Rader / Willow Springs, Missouri

Year/make/model: '95 Dodge Ram

Engine/drivetrain: GM 350 small-block bored 0.030 over / rated at more than 350 hp / Competition Cams camshafts and lifters / Cloyes timing chain / Holley Quad Jet carburetor / Gibson headers and exhaust / K&N air filter / 350 turbo transmission / driveshaft extended 10 inches / Ford 9-inch rearend

Wheels/tires: 20-inch KMC V2s / 255/35R20 Sumitomo HTRZ

Suspension: Two Viar 450 compressors / 12-gallon air tank / Air Lift valves / (Front) Slam Specialties RE7 airbags / custom control arms / custom upper and lower 'bag brackets / (Rear) Slam Specialties RE8 airbags / custom back half frame / custom four-link / custom upper and lower 'bag brackets

Fabricator: No Coast Kustoms in Willow Springs, Missouri

Body Mods: Merged body line in rear to make FBI roll pan and rear skin smooth / shaved cab seams and body channel / shaved taillights, stake pockets, third brake light, door handles, antenna, and firewall / molded wheelwells

Custom Paint: PPG White Diamond with Ghost Lavender flake / purple and silver pinstripe

Bodywork/Paintwork: Brandon Ball in Springfield, Missouri

Interior: Custom subwoofer box and console / BAD steering wheel / FBI flamed billet mirror / Trenz billet flamed pedals / custom stainless air gauge panel / billet door pins / brushed ashtray cover / gray suede and purple velvet upholstery

Upholsterer: No Coast Kustoms in Willow Springs, Missouri

Audio/video: Clarion VRX835 flip-out head unit / Memphis 5-1/2-inch door speaker and components / Memphis 1000D amps / six Memphis HPO 10-inch subs

Installer: No Coast Kustoms in Willow Springs, Missouri

Special Thanks: K&N, Gibson Performance Exhaust, Slam Specialties, and a special thanks to Brian Staack for all his help in the beginning and Bobbie's husband John Rader for putting her truck before his and putting up with her during the build—it was a long winter.

Club: Eksessiv





Diamond

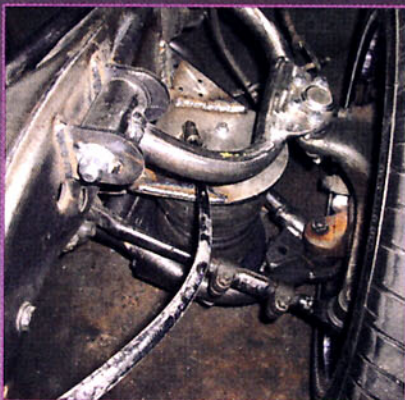
in the rough



The Buildup

PHOTOGRAPHY: BOBBIE RADER

To really see all the hard work that went into this truck, Bobbie was cool enough to send us some great buildup shots of the truck. It's not every day that girls get down and dirty with their rides!



As you can see, this is a full custom, and that also goes for the suspension. Shown here are the custom-made control arms for the front end.



Here is the photo to prove that Bobbie doesn't just own but also had a part in the build of the truck. She is cutting the floor of the cab for the body-dropping action.



When the truck was finished, the bed was smoothed and the monster triangulated four-link rear setup and back half was hidden. But, luckily for us, Bobbie took photos of it for us to see the unseen beauty.



With the truck painted to a shiny finish, it's hard to recognize the work done to the exterior. The rear sheet-metal was welded up along with the body line that ends on the bed sides.



As the truck came to its final stages, Brandon Ball bodyworked and painted the truck in the No Coast Customs shop.