



**AUTOMOTIVE COUTURE GB**  
A History



### In the Beginning

The company was first formed in 2003 as American Wheels. Taking advantage of the growing market and demand in over-sized alloy wheels. This was borne from the high profile received from various musicians from the USA as they used customised cars in their music videos.

The early years of American Wheels, we partnered with owner of The London Motor Museum, Mr Elo and managed to secure the rights to be the sole importer to the UK of The American Luxury Vehicle Jewelry company - STRUT.





### Looking to the future

Moving ahead to 2007, the company went through a re-launch due to the addition of new suppliers and the growth of our customer base. We realised we were much more than "wheels" and re-branded ourselves as Automotive Couture. Thus encapsulating our new direction of accessories but also the sourcing of exotic vehicles.







### A step in the right direction

2009 saw Automotive couture open its new showroom based in Finchley Road, Hampstead. This was in recognition of our endeavours in providing a quality service and the growth of our vehicle sales business running simultaneously with the vehicle business. At Automotive Couture we were always on the look-out for new upcoming designers and so became UK representatives to many Automotive Aerodynamic Manufacturers.





### The Royal College Of Arts: Exhibition

In 2013 we teamed up with a group of artists who put on a show at our showroom called 'Auto Couture', rolling with the tagline: "If you can imagine it, we can make it". Artist and art writer Susanna Davies-Crook from the magazine 'Dazed' was also in attendance covering the whole night. The artists presented a collaborative response to a London car customisation showroom on North London's Finchley Road. A tiny slideshow from a family road trip hovers above Quincy-Abexie's sleek black Bentley Continental GT parked on the gloss-tiled forecourt behind the glass shop front, whilst heavy bass lines from their specially-curated mixtape booms out of the open car doors.





## Moving on

2013 is the year and the year is good. Automotive Couture GB is born as a new partnership in Kuala Lumpur, Malaysia is introduced, Automotive Couture KL. Since the beginning of 2014 we have become the Sole agents in Europe to the luxury American alloy wheel designer 'Savini Wheels' whose clients include David Beckham. A new website is created, more contacts than ever are being made and dealings with some of the largest companies around the world are making 2014 a very good year indeed.





## The Team

Mr K who with an IT background started as a consultant and then moved into the role of Supercar Sales Consultant. Mr K acts as a personal consultant and broker specialising in the sale and purchase of Supercars and Luxury cars. Mr K achieve this through our experience within the luxury & supercar industry and our long established network of trade contacts.

Mr P brought with him many years of Industrial Design experience from the automotive industry. This added expertise in combination with Mr P makes a formidable team with all areas of sourcing to design covered.







## Who are we?

Automotive Couture GB is more than just a business - we are on the verge of creating a new ETHOS. Encapsulating a more aesthetic way of appreciating the world and its surroundings by using the power of automotive design. Our team is always in pursuit of bespoke motoring accessories which will last the test of time. Like the emotions stirred within by a beautiful work of art, our products are the culmination of Passion, Innovation & Distinction.

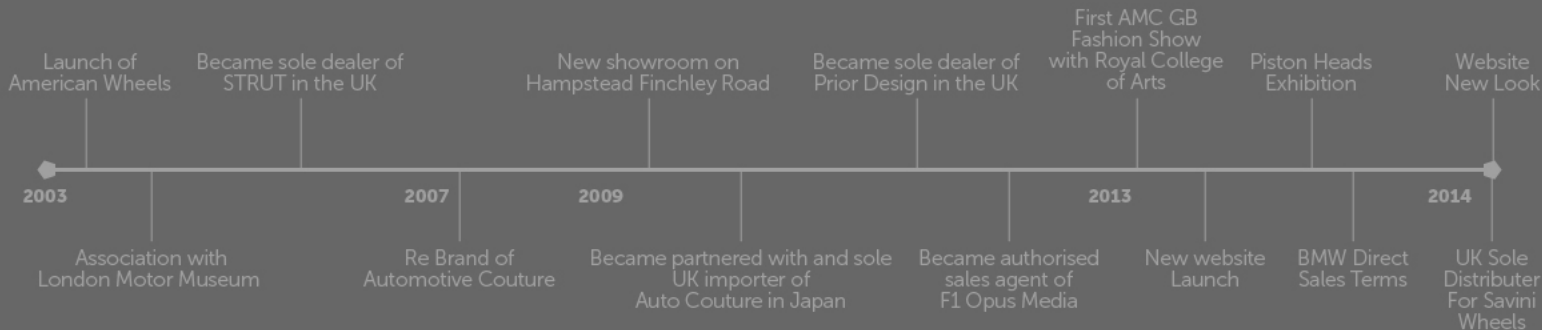
Extending this passion has made Automotive Couture GB the people to come and see when trying to source exotic cars - be they from yesteryear or the latest models where they are still on sketches on a designers pad. We have the contacts to beat the queue.





# AUTOMOTIVE COUTURE GB

## Time Line



### Time Line

Our time line showing the history and the evolution of the Automotive Couture Brand.



### Associates

[www.auto-couture.jp](http://www.auto-couture.jp)  
[www.londonmotormuseum.co.uk](http://www.londonmotormuseum.co.uk)  
[www.lumma-design.com](http://www.lumma-design.com)  
[www.prior-design.de](http://www.prior-design.de)  
[www.opusmedia.co.uk](http://www.opusmedia.co.uk)  
[www.saviniwheels.com](http://www.saviniwheels.com)  
[www.strutwear.com](http://www.strutwear.com)

### Sellers of

[www.astonmartin.com](http://www.astonmartin.com)  
[www.audi.co.uk](http://www.audi.co.uk)  
[www.bentleymotors.co.uk](http://www.bentleymotors.co.uk)  
[www.bmw.co.uk](http://www.bmw.co.uk)  
[www.bugatti.com](http://www.bugatti.com)  
[www.ferrari.com](http://www.ferrari.com)  
[www.koenigsegg.com](http://www.koenigsegg.com)  
[www.lamborghini.com](http://www.lamborghini.com)  
[www.landrover.co.uk](http://www.landrover.co.uk)  
[www.maserati.com](http://www.maserati.com)  
[www.maybach.com](http://www.maybach.com)  
[www.mclaren.com](http://www.mclaren.com)  
[www.mercedesbenz.co.uk](http://www.mercedesbenz.co.uk)  
[www.pagani.com](http://www.pagani.com)  
[www.porsche.com](http://www.porsche.com)  
[www.rollsroyce.co.uk](http://www.rollsroyce.co.uk)  
[www.spyker.com](http://www.spyker.com)

[www.brabus.com](http://www.brabus.com)  
[www.dmc.de](http://www.dmc.de)  
[www.forgiato.com](http://www.forgiato.com)  
[www.hamann.com](http://www.hamann.com)  
[www.mansory.com](http://www.mansory.com)  
[www.mec-design.com](http://www.mec-design.com)  
[www.novitec.com](http://www.novitec.com)  
[www.onyx.co.uk](http://www.onyx.co.uk)  
[www.overfinch.co.uk](http://www.overfinch.co.uk)  
[www.premier4509.com](http://www.premier4509.com)  
[www.veilsides.com](http://www.veilsides.com)  
[www.vorsteiner.com](http://www.vorsteiner.com)  
[www.vossenwheels.com](http://www.vossenwheels.com)

### Who do we work with and what we offer?

We have made contacts with some of the worlds leaders in automotive design and customisation. We only deal with the greatest so we have had to be very particular with what product we will offer you and the service that we bring.

### Our services

Aerodynamic Packages, Luxury Wheels, Vehicle Sales, Automotive Parts, Automotive Jewellery, Bespoke Interiors, Free Collection and Delivery of Customer Vehicles, Competative Finance, Specialised Insurance Cover, Vehicle Logistics, Armoured Vehicles



# AUTOMOTIVE COUTURE GB

Clients



Steven Ireland  
Edin Dzeko



Kieren Richardson



Willian Borges da Silva



Luis Suárez



Cesc Fabregas

## Who are are clients?

Barclays Wealth Management, Bank Of China, Jack Barclay's Bentley, Black Diamond Lifestyle, BMW UK, Gray Paul Ferrari / Maserati, Jardine Motors, James List, Lookers Land Rover, Morgan Stanley, Mercedes Benz Bristol, Opus Media, Piston Heads, Rolls Royce London, Santander Wealth Management, Sytner Group ... to name just a few from over the years





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