



Justin Hills.

Inspired Auto Designs

(6 x 30 minute episodes, each car build spanning 2 episodes)





My Calling.

Justin Hills re creating
classic and pre production
Designs.



"I try and give back to the original artists and designers of the 40's, 50's and 60's, the true and initial designs they actually drew. With company economics and practicality their beautiful designs were changed to "Transport". I re-create that original design without the consideration of the restrictions they had in large companies"
Justin Hills



The Concept.

- As a mix of designer, artisan and automobile visionary.
- Looking to build or rebuild cars that hark back to a time before factory economics and mass production became the norm; to a time when coach building was an art created by hand and eye, rather than computer.





The Shop.

- Justin is an exciting and engaging TV character, known for his strong, single-minded focus and skill as a designer, entrancing clients lucky enough to offer projects that fire his unquenchable imagination.
- Out of Justin's workshop, 'Classic Auto Restoration' on the edge Pacific Ocean in Taree, a remote country town in Australia, his creations have an enviable global reputation.



The Shop.

Continued.



- In 2019 his amazing reinterpretation and customisation of a 1953 Jaguar XK120 with tuned Jaguar V12, roof chop and radically lowered suspension attracted crowds, plaudits and best in class prizes at concours and events as far flung as *Sydney Harbour* where it made its international debut; *The Quail - a Motorsports Gathering* at Pebble Beach; *Salon Privé* at Blenheim Palace; *Wappenbury Hall*; the *Zoute GP* in Belgium; the *Jaguar Design Centre*; and the *International Historic Motoring Awards* in London – a car which the Head of Design at Jaguar said, “Sir William Lyons would have approved, I am sure.”
- Justin has also won silverware for his delighted clients with a classic Aussie Valiant Charger at Sydney’s *MotorEx*; the *World’s Most Beautiful Custom* at the Grand National Roadster Show Sacramento Autorama, with his unique take on a 1968 Dodge Phoenix two-door hardtop; whilst his art deco period grand routier inspired 1949 Buick was a winner at *SEMA* in Las Vegas.
- He was also chosen by the *National Museum of Australia* in the nation’s capital to restore The Queen of England’s 1954 Daimler, used by Her Majesty on her royal tour of Australia soon after her coronation.



The team.



Mark, aka Patient Mark
a man of few words but unlimited skill with shaping, paint, shine and finish.



Larrikin Scott
a car trimmer who knows how to craft jaw-dropping auto interiors, along with plenty of one-liners and banter stitched into his performance.



Kris Brooks
Panel Beater and great all rounder fantastic to have in the shop. And a fan of iconic Australian classics cars.



Chris Linehan
Paint and paint prep. Great general help in all aspects around the shop. Love and obsession with classic cars.



Angie, Justin's partner and his rock, giving love and support as they build a new home together and providing the bandwidth for him to fanatically do what he does best spending time building amazing cars.

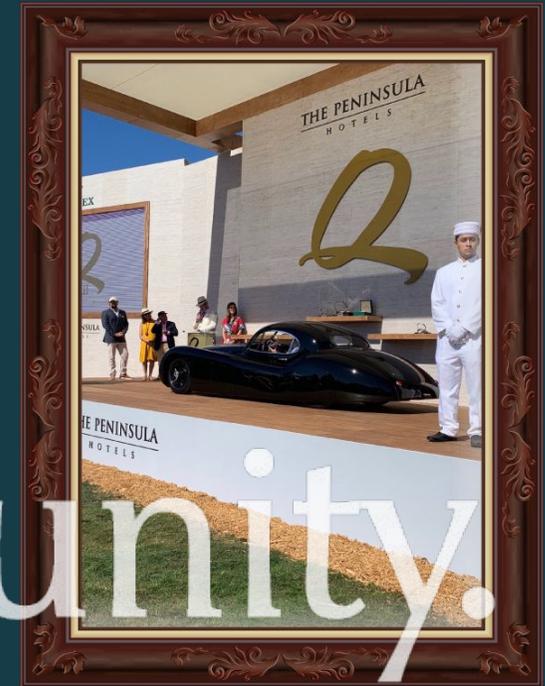




The Future.

“We have just moved to a bigger shop as we have outgrown this one. With exciting new projects including a new take on the second of The Queen’s Daimlers, and a ‘60s Le Mans ISO Bizzarrini we have two very intriguing builds about to commence. On top of that an Aston Martin inspired MG and hopefully a concept Jaguar for the owner of The Jaguar House in the UK’s Wappenbury Hall. The potential for creativity and new builds is endless,” says Justin.





The Opportunity.

- **Increased visibility** to a chosen target audience
- **Raise brand** and product awareness
- **Breakthrough the clutter** with a targeted spot with maximum visibility
- **Build credibility** with, and educate consumers on brand/product attributes in an organic entertaining fashion
- **Strong social media presence** with transmedia content repurposed across multiple platforms
- **Build and enhance emotional relationship** between brand and consumers
- **Positively** shift and affect consumer brand perceptions
- **Motivate** to Action - influence consumer behavior and purchase decisions





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