



Resto My Ride

WE CATCH UP WITH DECLAN MCKEARNEY OF RESTO'S AND RODS GARAGE TO DISCUSS THE PROGRESS OF HIS LATEST TV PROJECT, RESTO MY RIDE, NOW BROADCAST IN THE USA.

McKearney begins the discussion with his usual blend of enthusiasm and passion: "Since we last met, we have completed production of Season One of Resto my Ride. Season One premiered in June on Discovery's MotorTrend in the USA and will shortly be rolling out across the globe. It was a six-part series with one-hour episodes filmed at Resto's and Rods Garage in Williamstown, Victoria."

When I asked him to single out which specific vehicle was the standout, he wouldn't be drawn to choose any one in particular. "The actual project of getting an entire series of the show to air has to be the standout. That has been the biggest project of all. It's literally been "life in the fast lane" for us: restoring cars for our awesome customers, working with and partnering with the very best Australian and international brands, travelling around Australia and attending the best car events. Turning to the world's toughest TV market - the USA - and securing a broadcast agreement for our show was a monumental feat for us and our entire team at Resto's and Rods."

We then discussed the impact on Resto's and Rods, which runs as a restoration business in its own right. McKearney said that the business has

become generally busier all round. "It's not just the TV show. We have spent the last five years building the business and positioning ourselves to become a reputable restoration garage. The combined impact of all that work over that time puts us in a position where we are now being approached with so many great opportunities."

I asked about the excitement of being involved in the television industry and wondered if it is as glamorous as one would imagine. "We absolutely love filming Resto my Ride and showing our world class Aussie way of car building, but I wouldn't say it is always glamorous." He pointed out that, not unlike car restoration, there are a lot of very long hours in production and making a TV show. "It takes thousands of hours of restoration work to create a one-hour episode, whilst also making it entertaining for the audience and, of course, representing our brand and our partners the best way that we can."

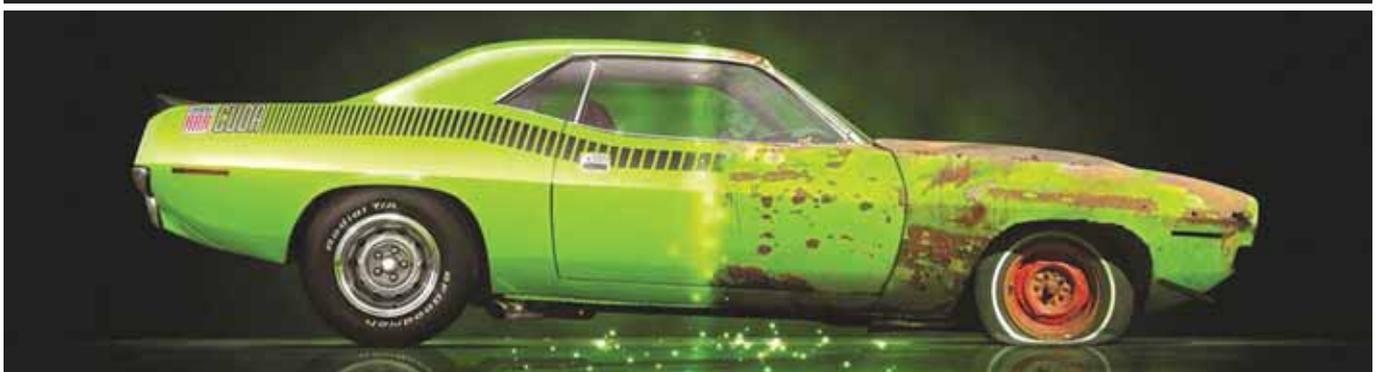
McKearney was keen to point out that the one thing that Discovery in the USA said to them - and the reason why they wanted to be the first to world premiere the series - is that they loved the "authenticity" of Resto my Ride. "Our show is not contrived, there

are no made up scenes creating jeopardy. That sort of thing just naturally happens when you're restoring cars. The only way to capture that content is to be there and keep the cameras rolling to see what we really do." As he said previously, the post-production challenge is to take all the footage and cram it into 45 mins of entertainment, which he says is easier said than done! "Sure, there are glamorous moments, but just like a 'resto', the glamour comes with the finished product. And all the hours and hard work pay off in the end."

As busy as McKearney is, I probed him to tell us his real motivation for undertaking such a significant and challenging project. "We really just want to put our Aussie cars and our Aussie restoration industry on the global stage. We have watched every other car show on TV and always asked, 'where are the Aussie car shows?' We are really so proud of our industry, our workshop and the work we produce and we just want to show the world what we can do and how we do it."

I wondered how difficult it is to get clients to be involved in a TV show and was surprised to learn that it's not at all difficult. They are constantly

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being approached by different people and companies that want to work with them and so they are lucky to be able to select their clients. "We have a huge range of clients from corporates, such as Lumley Special Vehicles for whom we built a '67 Mustang in Season One, to everyday people who have an incredible story to tell about their car. Of course, everyone has a car story to tell, and once they get talking they want to share it with everyone else. We meet the best people in the business and we just know when we meet people if they are a right fit for us and to be in the show."

And speaking of organisations with whom they work, we discussed McKearney's recent appointment as Norton Abrasives' Brand Ambassador, and he was eager to point out that this is one of these situations where the fit was just right. "We are thrilled to be able to represent Norton, a leading international manufacturer in the automotive refinishing sector. All professionals in this space know exactly why it's important to work

with great products that deliver exceptional results and when we were approached by Norton, we didn't have to think twice." They were already using several Norton products at Resto's and Rods, so they knew the capabilities of the products and that they stood up to their exacting performance criteria. "The entire Norton team also share our long-term vision for our business and honestly, they are just great people to work with. In this game, you also need to be able to both trust and like your suppliers and partners. With Norton, the relationship is off to a great start."

We move on to Season Two and I try and get him to give us a sneak-peek of what we can expect to see, but he doesn't give much away. "There are lots of cars and lots of very cool brands that we are working with. We are so fortunate to be able to work with some of the best brands in their category, such as Norton and our other brand partners. We will be showcasing more of Australia and more of its awesome car events." In

Season One they went to the Supercars in Darwin with their partners, CRC Industries, where McKearney also had an encounter with Brutus the 5.5 metre croc. They also visited the Automotive Aftermarket Expo in Melbourne, the SEMA Show in Las Vegas and, of course, their favourite car festival, Meguiars MotorEx. "For Season Two we are now busy working with our partners to showcase even more events and more of the Aussie car scene as soon as we can travel across the borders."

Now, we can discuss a TV show forever, but in reality, it's the viewers' opinions that ultimately matter. Season One is already released in the USA, the UK and Poland on Discovery Channel's Number 1 channel for Auto Super Fans, MotorTrend, and they will shortly be announcing the Aussie on-air dates – so stay tuned!

To stay updated as the show unfolds, follow their social media

@restosandrods, @restomyride and @decmmckearney

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