

Project **FAT BOTTOM**

This truck is the culmination of 10 years of history

BY TREVOR MASON • PHOTOS BY BRADY L. KAY

When Jason Cade was working as a wholesale distributor for Bully Dog in 2005, he had no idea that 10 years later he and his fiancée were going to be building a SEMA truck to celebrate their anniversary. At the time, he owned a couple of small performance shops in southern California and ended up in Las Vegas for the annual SEMA show with his 2005 Dodge RAM called *El Negro*. A couple of other trucks he built that year had sponsorships provided by Jen Guerrero, who worked for Bully Dog out of their home base in Aberdeen, Idaho.

Jason says, "As a way of saying thanks for working with us I took Jen out for dinner and some drinks. We hit it off and the last 10 years are history. In 2011, *El Negro* was totaled and left a void that numerous other custom builds couldn't fill." That's where *Fat Bottom* comes in.

REWRITING HISTORY

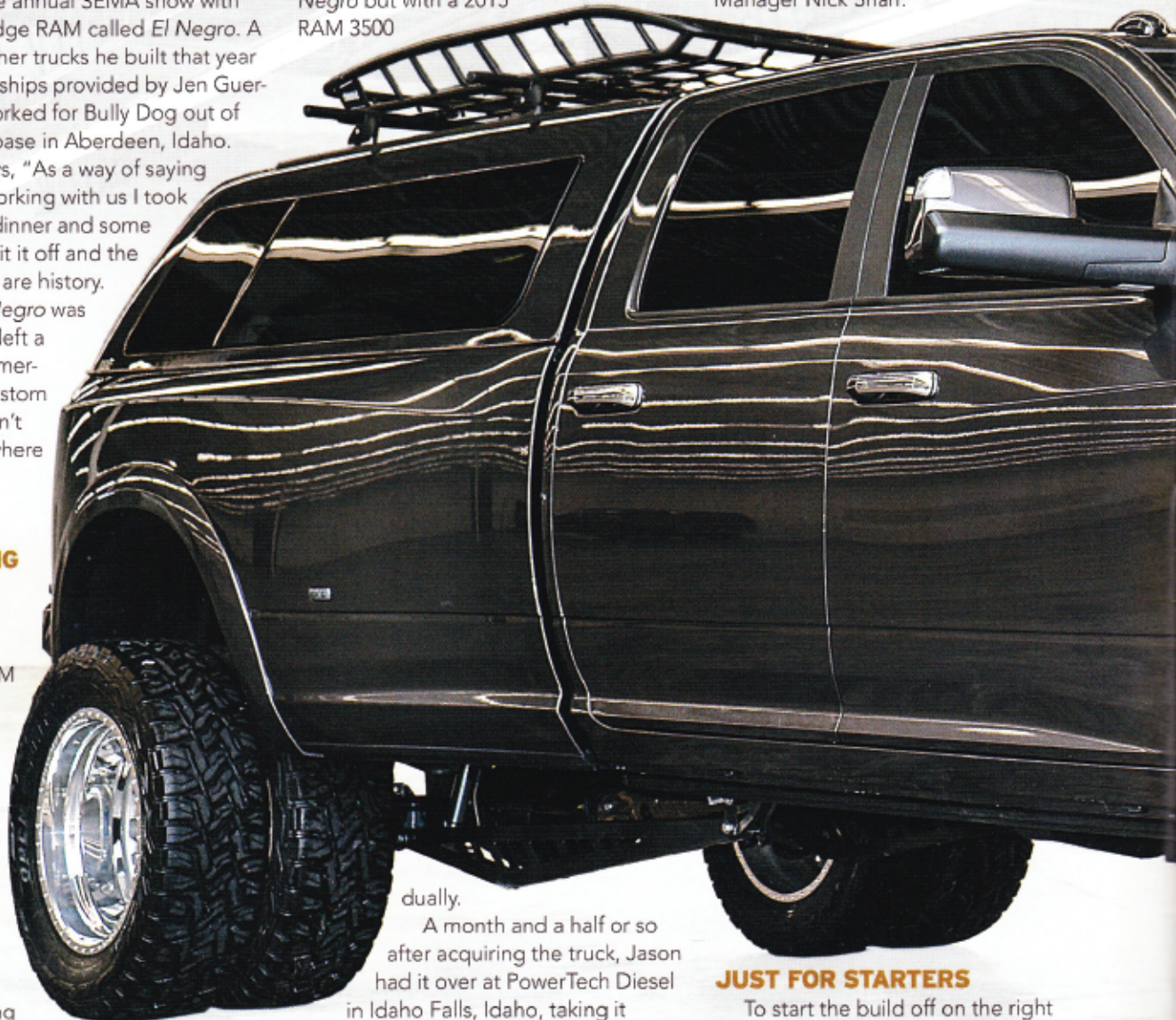
Jason purchased the 2015 RAM 3500 dually in August of 2015, intending to just use it as a "very mild daily driver tow pig." Jen expressed a desire to do something more with it for

SEMA as a way to celebrate their 10-year anniversary.

"I see where you're going with this," Jason says, "but you know, it's another SEMA project. They aren't fun by any means. It's a lot of work."

In the end, they decided to go for it and set off to build a truck similar to *El Negro* but with a 2015 RAM 3500

and diesel performance scene for over 20 years and has multiple builds under his belt. Brent Willsey, the owner of PowerTech, jumped onboard with the build. Jason did a lot of the work himself, but he also received a lot of help from Brent as well as from PowerTech mechanics Tyler Olsen and EJ Wyatt, and Shop Manager Nick Snarr.

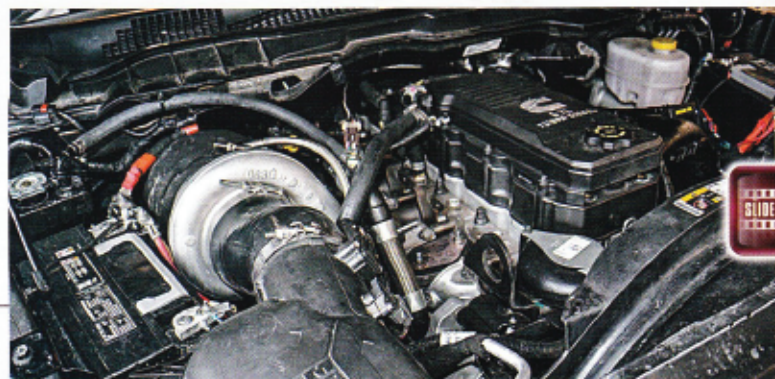


dually.

A month and a half or so after acquiring the truck, Jason had it over at PowerTech Diesel in Idaho Falls, Idaho, taking it apart. Jason has been in the custom car

JUST FOR STARTERS

To start the build off on the right foot, Jason approached the companies



that he knew he wanted to partner with to get the best of the best. The build began with a rendering from KEG Media and as he says, "The rest fell into place."

The goal was to make a reliable daily driver with 600hp. To achieve that, they added numerous modifications to the drivetrain. First up was a Hardway Performance bolt-on compound turbo kit that uses the stock turbo and incorporates an S475. That extra air meant they needed more fuel, which they added with DDP 50hp injectors. They added ARP head studs to lock the head in place and Glacier Diesel

intake parts to improve the

air flow. Brent added EFILive with an adjustable CSP5 switch to take care of the tuning. An AeroExhaust four-inch stainless exhaust gives the truck a mean growl, while an ATS Co-Pilot affords some extra horsepower. Finally, the transmission and rear differential got larger capacity covers from ATS.

When you build a Dodge, you gotta take advantage of the extra clearance, so they slapped on 22-inch American Force Super Dually series Manowar wheels wrapped in Toyo RT 37x12.50R22 tires. To arrest the momentum of such huge tires, they used cross-drilled and slotted rotors and brake pads provided by R1 Concepts. As for the suspension, McGaughys provided a wealth of items, from a six-inch radius lift arm to dual steering stabilizers—both of which utilized Fox shocks—as well as 60-inch traction bars. Everything

COME OUT AND PLAY

With the internals taken care of, it was time to get down to business with the external modifications. For starters, they installed the grille from T-Rex Grilles. Fusion Bumpers then provided both the front and rear bumpers, which were built specifically to house lights from Rigid Industries: two six-inch SR-Series LEDs, two six-inch E-Series E2 LEDs, and one 12-inch SR-Series light bar all in the front, while the rear bumper housed two sets of Dually D2 LEDs.

The bumpers were originally sent off to get powder coated in a color-matched powder, but catastrophe struck and the results were less than ideal. With SEMA fast approaching and little time to find a solution, Jason got a huge helping hand.

"We didn't have much room in there to dilly-dally, so I ended up calling up Doug Bowers at Bowers Collision in Blackfoot, Idaho, and put out a plea for help," recalls Jason. "They

jumped to the plate and ended up sponsoring the paint and all the materials to get that done.

They actually had everything taken care of within 32 hours of getting it down there.

He pretty much stopped production in his shop and got it done to make sure everything was good to go."

Next came the headlights, which were sent off to RetroShop, LLC, to get

in the suspension went up to Premiere Powder Coating in Rexburg, Idaho, to get coated in Granite Crystal. To button up the suspension, they added Firestone Ride-Rite air bags with the Gen II wireless controller.





some color matching and RGBWA switchback LED boards that were provided by Diode Dynamics. RetroShop also color-matched and smoked the rear taillights. To tie up the look of the build, they got a Z-Series shell from A.R.E., as well as a carpeted bed liner from BedRug. Thule even provided a canyon roof rack to get some extra storage space. Rounding out the outside is a 10-inch adjustable aluminum hitch from Fastway Trailer that has internal locks and stainless steel balls. Finally, to accommodate the truck's lift, they installed AMP Research steps to make getting in and out of the truck a little simpler.

Titan Tanks partnered with them for the build and gave them a 55-gallon replacement fuel tank that was installed in the same location as the stock tank. With that much fuel, they made the 700-mile trip to Las Vegas on a single tank. FASS Fuel Systems also supplied them with a Titanium series 150 fuel system to facilitate clean, air-free fuel.

IT'S WHAT'S INSIDE THAT COUNTS

With the under-the-hood and outside basically finished, the only thing remaining was to spruce up the interior. Part of that was installing an Edge CTS2 to keep an eye on the engine and drivetrain. They also used Edge's EAS power switch system to control the myriad LED lights on the truck, which they achieved with a single wire running through the firewall. They added a radar detector from the Whistler Group that used sensors hidden in the front and rear bumpers. As for the stereo, they kept the stock system but added two JL 10W3s in custom enclosures built by Ryan Reid from CarToys in Tacoma, Wash., under the back seat, and powered it all with an XD6001V2.

Finally, the onboard air was provided by HornBlasters via a five-gallon tank and ViAir compressor which feeds the HornBlasters Conductor horns, as well as the Ride-Rite air bags.

