



For Immediate Release
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Becker Automotive Design Turns 25

World-famous luxury transport upfitter recognizes milestone, sets stage for growth

OXNARD, CALIF., May 20, 2021 (MEDIAWIRE) – Becker Automotive Design, a staple in the southern California automotive aftermarket electronics community, is celebrating its 25th year in operations under its current format. The Oxnard, Calif., -based retailer started as a car audio business but in 1996 dedicated its focus to become one of the nation’s premier upfitters of luxury and secured transport. Becker Automotive Design caters to high-net worth individuals, celebrities, sports stars, municipalities and even governments, providing one-of-a-kind, on-the-road experiences that have advanced the retailer’s reputation over the past quarter century.

Becker Automotive Design’s website at beckerautodesign.com is not shy to tout the company’s creations while name-dropping the associated high-profile figures for which they were built. Tom Brady, Russell Wilson, Mark Wahlberg and Sylvester Stallone fare prominently on the homepage. Beyond the luxury transformations, the company’s capabilities include specialty seating layouts and armoring for security and government applications.

“Our business model is simple: create a driving environment configured to exacting client needs on top of tried-and-true build and design practices. Our clients tell their friends, and those friends tell their friends,” explained Howard Becker, owner, founder and namesake of the business. “This business strategy has allowed us to deliver unique creations that rival OEM specifications but splurge on aftermarket amenities and uniqueness.”

As the fame of the business has grown, Becker has maintained his love for the community, especially when it involves developing a love for working on cars. The company is an active sponsor of DRAGG, an automotive after-school program that encourages kids to stay in high school and work toward graduation by providing an incentive in the automotive industry through career exploration.

“DRAGG is a great program that gives high school graduating credits to kids who are learning about cars hands-on,” explained Becker. “Also, it’s terrific for building trust between the kids and law enforcement and between law enforcement and the kids, something our society needs a lot more of.”

Though celebrating 25 years, Becker Automotive Design still has a single location, employing 30 people including Becker’s son Troy, and covering 25,000 square feet in three closely located facilities near the corner of Ives Ave. and Jones Way. Yet Becker Automotive is bracing for monumental growth and therefore working aggressively to enhance the staff with the right people. Insurance, competitive salary, weekends off and relocation assistance are all on the table to bring in quality technicians to join a stable team in a stable market.

“It’s a blessing to start a business, develop a vision and then be able to achieve that vision,” added Becker. “Along the way, we’ve helped our family of employees build meaningful careers and in turn support their families with a stable work environment in a recession-proof segment of the market. It’s our plan to continue to innovate, stay on top of the market and be here to celebrate another 25 years.”

Images:

Becker Staff - <https://mwi.re/beckerstaff1>

Caption: L to R: Doug Cannon, Chief Engineer; Don Helm, IT and Purchasing Manager; Howard Becker, CEO; Troy Becker, Sales and Marketing Manager; Debbie Becker, CFO and HR Manager

Becker 25th Image - <https://mwi.re/becker25>

About Becker Automotive Design

Becker Automotive Design has been producing specialized VIP luxury transports since 1996. Daimler approved and in cooperation with General Motors and Lincoln, Becker leads the industry in transforming Mercedes-Benz Sprinter vans and full-sized SUVs into some of the most productive, comfortable, safe and exclusive vehicles in the world today. Our reputation for excellence is unmatched, receiving Best of the Best awards from top tier international media, year after year.

For more information, visit beckerautodesign.com. For career opportunities, please send your resume to howard@beckerlimos.com.

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