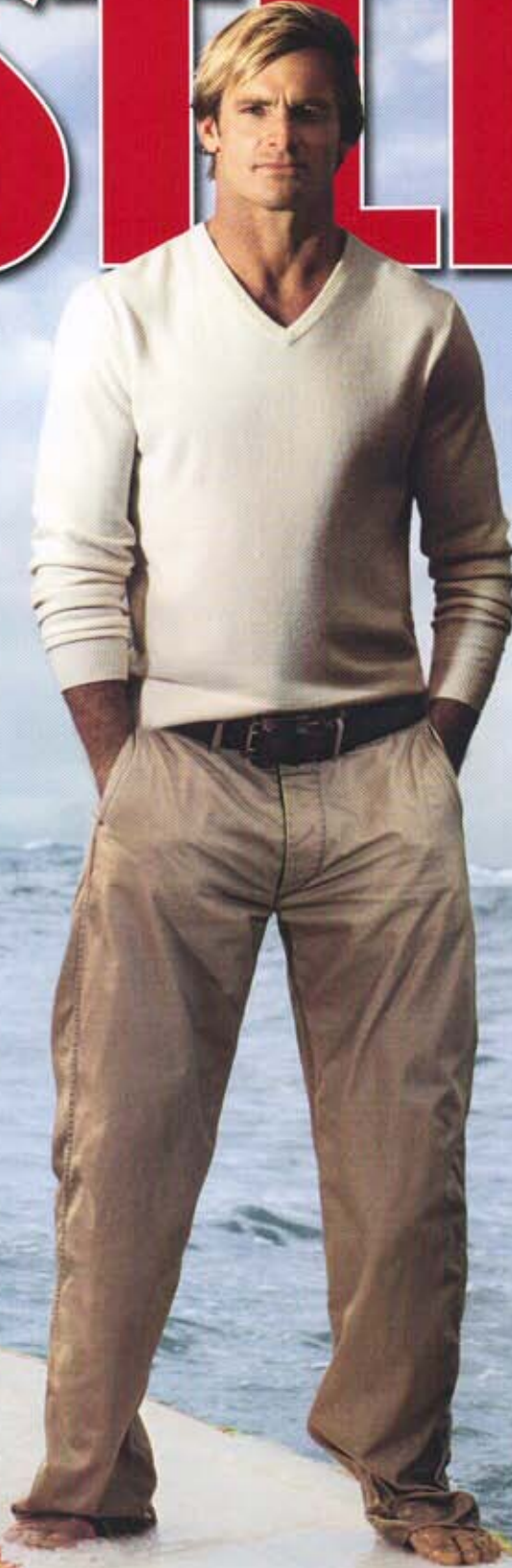


WHAT MATTERS TO MEN.

BEST LIFE

A man with blonde hair, wearing a white V-neck sweater and khaki pants, stands on a white surfboard with a yellow and red border. He is in the ocean, with waves and a cloudy sky in the background.

SPECIAL REPORT

LOOK GREAT, FEEL GREAT

The New Science of Staying Young and How Athletes Like **Laird Hamilton** Are Changing What It Means to Be 40+

A STRONG
HEART
IN JUST
3 WEEKS

PLUS

Boost Your Home's Value in Any Market

40 Essential Foods for the Male Body

Could You Love a Child Who Isn't Yours?

The Art of Staying Lean on the Road

FREE INSIDE!
Magic Wife Decoder!

(Mr. Hamilton wears Polo Ralph Lauren. Story on p. 78)

MAY 2008

BestLifeOnline.com

THE BEST ADVICE

HEALTH

FINANCE

NUTRITION

FATHERHOOD

SEX

RELATIONSHIPS

CAREER

TECH

URGENT QUESTIONS

TOP EXPERTS

DEFINITIVE ANSWERS

How can I customize my new car without making it look like something out of Pimp My Ride?

Like the tailoring of a bespoke suit, the touches you add to your car express your personal style, and in both cases, understatement is the name of the game. Most men spend a total of \$15,000 on custom indulgences, but you don't need to spend nearly that much to personalize your ride. Ask your auto dealer to recommend a shop that does high-end customization, and use this guide to garner the most from your experience.

Start with the wheels. A rim upgrade can be inexpensive (\$1,500) and quick (your car won't be laid up for a week). If you have a European luxury car, you don't even need custom rims. Just get the wheels powder coated in a new color (I favor two-tone black).

Upgrade the interior. It's tough to beat the adrenaline-tinged allure of white sports dials and carbon-fiber shifters and pedals. And if you spring for a radar-detector display in your rearview mirror, you'll see that your reflection always has a grin.

Indulge your senses. Tuning the sound of your exhaust (think pitch and rumble) will enhance the sensory experience of driving, and adding red brake calipers will turn an area where people once saw nothing into a stylish performance cue.

Think high-performance safety. If you're a dad, adding performance upgrades to a Suburban, such as enhanced brakes and antiroll bars, will not only protect the family, but also help sell the "bespoke car" idea to the wife. **ERIC VILLENCY.**

Villency is the president of the design studio Maurice Villency and a contributor to NBC's Today.



GRILL MASTER
New York-based
A.I. Design (aidesign.com)
is the go-to shop for
high-end customization.