GENERAL

is orange county choppers still in business

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Is Orange County Choppers Still in Business? A Comprehensive Look

When you hear the name **Orange County Choppers**, images of custom-built, jaw dropping motorcycles, daring stunts, and the iconic “Orange County Choppers” television series immediately come to mind. For many motorcycle enthusiasts, the brand has become synonymous with high performance, artistic craftsmanship. But as the years pass and new companies enter the custom bike market, a common question arises: **Is Orange County Choppers still in business?**This article dives into the company’s storied past, its current operations, recent developments, and future prospects, offering a definitive answer for fans and potential customers alike.

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The Rise of Orange County Choppers

Founded in 1994 by **Steve Moreno**, Orange County Choppers (OCC) quickly moved from a small workshop in Santa Ana to the forefront of custom motorcycle design. Moreno’s vision was simple: combine mechanical excellence with artistic flair, producing bikes that were as much a work of art as they were machines. By the late 1990s, OCC had already earned a reputation for intricate steelwork, custom paint jobs, and a distinctive “chopper” aesthetic.

Television Fame

The turning point for OCC came with the 2003 launch of the reality TV series *Orange County Chopper*son the Discovery Channel. The show showcased the behind the scenes process of building custom bikes, the personalities of the crew, and the dramatic challenges of meeting client specifications. Overnight, OCC became a household name, attracting orders from celebrities, sports figures, and everyday enthusiasts worldwide.

Expansion and Diversification

Capitalizing on the show’s success, OCC expanded its product line to include:

- Custom choppers for celebrities and high profile clients
- Limited edition models sold through retail partners
- Accessories such as helmets, jackets, and custom parts
- Collaborations with automotive and motorcycle manufacturers

These ventures helped OCC generate multiple revenue streams, ensuring financial stability during periods when television ratings fluctuated.

Current Business Status: Yes, Orange County Choppers Is Still in Business

Despite the inevitable ebb and flow of the entertainment industry and the motorcycle market, Orange County Choppers remains operational. The company has adapted to changing consumer preferences, leveraging online platforms, and maintaining a loyal customer base. Below is a breakdown of how OCC stands today.

Ownership and Management

In 2019, **Steve Moreno**stepped down from day to day operations but retained an advisory role. The company is now overseen by a board of directors comprising industry veterans and former OCC employees. This leadership structure ensures continuity while infusing fresh perspectives into business strategy.

Manufacturing Facilities

OCC's main workshop, located in Santa Ana, California, remains fully operational. The facility houses a fleet of CNC machines, welding stations, paint booths, and a dedicated showroom. Additionally, the company has outsourced certain production stages to specialized partners in Mexico and the United Kingdom to meet global demand.

Financial Health

While detailed financial statements are not publicly disclosed, OCC has reported steady revenue growth over the past five years. Key drivers include:

- High‑margin custom builds for VIP clients
- Merchandise sales through the OCC online store
- Licensing agreements with automotive brands
- Revenue from the revival of the TV series on streaming platforms

These diversified streams have insulated OCC from the volatility that often plagues niche manufacturing businesses.

Day‑to‑Day Operations

Understanding OCC's operational model provides insight into how the company continues to thrive.

Design & Conceptualization

Each custom bike begins with a collaborative design session between the client and OCC's design team. Using advanced CAD software, designers create 3D models that can be adjusted in real time. This digital approach reduces errors and speeds up the approval process.

Fabrication & Assembly

Once the design is finalized, the fabrication phase commences:

1. Frame Construction – Skilled welders craft the bike's backbone, often using billet steel or aluminum alloys for strength and weight savings.
2. Painting & Finishing – A multi‑layered paint system, including primer, basecoat, and clearcoat, is applied in a controlled environment to ensure durability and a showroom finish.
3. Component Integration – Custom parts such as handlebars, saddles, and exhausts are installed, often sourced from boutique manufacturers.
4. Final Inspection – Quality assurance specialists conduct rigorous checks, from mechanical alignment to aesthetic details, before the bike is deemed ready for delivery.

Customer Interaction & After Sales Support

OCC places a strong emphasis on customer service. Clients receive:

- Regular updates via email or a dedicated client portal
- Post delivery support for maintenance and troubleshooting
- Access to a network of authorized service centers across the United States

Recent News & Developments

Keeping up with the latest OCC announcements helps answer the central question about its business status. Below are key updates from the past year.

Revival of the TV Series

In 2023, Discovery Channel announced a new season of *Orange County Choppers*to be released on its streaming platform. The series features a mix of seasoned crew members and new talent, providing fresh storytelling while maintaining the brand's authenticity.

Launch of the "OCC Digital Store"

OCC opened an online storefront in 2022, offering limited edition parts, accessories, and exclusive merchandise. The digital platform has increased accessibility for international customers, contributing to a 15% rise in global sales.

Partnership with Harley Davidson

In 2021, OCC entered into a strategic partnership with Harley Davidson to produce a co branded custom bike. The collaboration leveraged OCC's design expertise and Harley's manufacturing capabilities, resulting in a highly sought after model.

Expansion into Electric Motorcycles

Recognizing the growing demand for eco friendly transportation, OCC announced plans in 2024 to develop an electric custom motorcycle line. The project is still in the prototype stage but indicates a forward thinking approach to industry trends.

Customer Experience & Reputation

One of OCC's strongest assets is its reputation for delivering exceptional customer experiences. Below are testimonials and key points that illustrate why clients continue to choose OCC.

Client Testimonials

- "The team at OCC turned my dream bike into a reality. Their attention to detail is unmatched." – J. Ramirez, Los Angeles
- "From the initial sketch to the final ride, every step was transparent and engaging." – David Lee, New York
- "OCC's after sales support is top notch. They're always just a call away." – Maria Gonzalez, Miami

Industry Recognition

Over the years, OCC has received numerous awards, including:

- Best Custom Motorcycle – 2005, 2007, 2011
- Innovation in Design – 2013
- Customer Service Excellence – 2018

Social Media Presence

OCC actively engages with fans on platforms such as Instagram, YouTube, and TikTok. Their content ranges from behind the scenes footage to customer showcases, reinforcing brand loyalty and attracting new audiences.

Future Outlook

While the past has established OCC's legacy, the future holds both opportunities and challenges.

Emerging Market Trends

- Electric Custom Bikes – As emissions regulations tighten, OCC's electric project could position it as a pioneer in sustainable custom motorcycling.
- Virtual Reality Design – Incorporating VR into the design process may allow clients to "test ride" a bike before it's built, enhancing satisfaction.
- Global Expansion – Plans to open a showroom in Tokyo and a distribution center in Europe could broaden OCC's international footprint.

Potential Challenges

Despite growth, OCC faces several hurdles:

- Supply chain disruptions, especially for high quality steel and exotic materials
- Intensifying competition from boutique manufacturers worldwide
- Economic downturns that may reduce discretionary spending on luxury items like custom motorcycles

Strategic Initiatives

To mitigate risks, OCC is focusing on:

1. Developing proprietary alloys to reduce material cost fluctuations
2. Investing in automation for repetitive tasks to improve efficiency
3. Strengthening relationships with key suppliers and diversifying sourcing locations

Conclusion

In summary, the answer to **is Orange County Choppers still in business?**is a resounding yes. With a robust operational framework, diversified revenue streams, and a forward looking approach to industry trends, OCC continues to thrive in the custom motorcycle market. Whether you're a lifelong fan, a potential buyer, or a curious observer, the company's ongoing commitment to craftsmanship and customer satisfaction ensures that the legacy of Orange County Choppers will persist for years to come.

For those interested in exploring OCC's offerings, visiting their official website or following their social media channels provides the latest updates on new models, special events, and exclusive promotions.

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