**FOR IMMEDIATE RELEASE**

**Contacts:**

**Dan Weikel/Joseph Anderson**

**IBP Media, Inc.**

**dweikel@ibpmedia.com**

**janderson@ibpmedia.com**

[**www.ibpmedia.com**](http://www.ibpmedia.com)

**ICON 4X4 LAUNCHES GROUNDBREAKING NEW ‘DERELICT’ DESIGN 1970 CHEVROLET C20**

***Founder Jonathan Ward Once Again Pushes the Boundaries of Custom Vehicle Design with First of its Kind C20***

**LOS ANGELES, CA — (June XX, 2025)** – ICON 4x4, renowned for inventing the restomod category by redefining classic motoring with innovation and craftsmanship, is proud to announce the debut of its latest creation: the Derelict 1970 Chevrolet C20. This one-of-a-kind vehicle fuses vintage charm with cutting-edge modernity, offering a bold new direction for restomods—and perhaps, a whole new genre entirely in automotive design.

This particular build was inspired by a quote from the legendary Chinese philosopher, Confucius, which simply stated, “You must study the past to predict the future.” ICON took that philosophy to heart by reimagining the timeless design of the 1970 Chevrolet C20 and building it atop a brand-new Chevrolet Silverado 4x4. The end result is not a restored classic, nor is this a typical hot rod. Rather, this is a legitimate evolution that seamlessly bridges two entirely different eras of automotive design.

“The biggest challenge was preserving the soul of the 1970’s while ensuring today’s modern reliable technology still works flawlessly,” comments ICON 4x4 Founder & CEO, Jonathan Ward. “Thanks to our incredible team, we were able to maintain full OEM functionality of the Silverado's CAN bus systems—a massive engineering accomplishment that allows this build to be serviced just like a new truck.”

1970’s Chevrolet C20 pickups were renowned for rugged durability paired with stylish design. When viewed from the outside, ICON’s Derelict C20 appears to be an authentic throwback with period-correct styling. However, when stepping inside the vintage shell, clients are treated to a world of modern refinement. A custom dash integrates the full functionality of the Silverado’s digital infrastructure that seamlessly blends into the vintage aesthetic of the 1970’s-era truck. The split bucket seats, upholstered in Connolly leather and wool plaid, speak to a tactile heritage while delivering modern-day comfort.

The Derelict C20 supports a wide range of modern aftermarket accessories and performance upgrades that make it suitable for today’s driving conditions. Every modern amenity one can expect from a 2025 Silverado is available within ICON’s new Derelict truck. ICON’s exceptional design and engineering work also vastly improved any maintenance needs for the vehicle, as customers are able to simply plug in a scanner or scan the barcode—just like any modern Silverado. The goal of this setup is to provide the best of both worlds, offering the style and iconic design made famous from years long-past with the finest modern components available to provide a reliable, long-lasting driving experience.

“This unique approach to vehicle design allows drivers to hit the highway or trail in complete stealth, cloaked in heritage but powered by the best of today’s technology. Simply put, it’s a classic look with 21st-century practicality,” continues Ward. “It’s vintage, redefined—American history reengineered for the future.”

The Derelict 1970 Chevrolet C20 is just the beginning of this new era of customized classics from the ICON 4x4 brand, as the next rendition of this new series of vehicles, a 1968 C10 Short Bed, is already in development.

For inquiries on the Derelict 1970 C20 and all available vehicle builds from ICON4x4, please visit [www.icon4x4.com](http://www.icon4x4.com) or call 818-280-3333.

# # #