



VELOCITY

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Contact: Andrew Scafetta: 240-662-6063

[Andrew\\_Scafetta@discovery.com](mailto:Andrew_Scafetta@discovery.com)

**CAR DESIGNER TO THE STARS, WILL CASTRO, REDESIGNS RIDES FOR THE  
BIGGEST NAMES IN HOLLYWOOD, MUSIC AND SPORTS IN  
VELOCITY'S NEW SERIES *UNIQUE RIDES***

*--Jason Derulo, Odell Beckham, Jr., Peter "Kid Chocolate" Quillin, Carmelo Anthony, John Leguizamo, Austin Mahone and More Have Their Cars Transformed Into Automotive Works of Art in **UNIQUE RIDES** World Premiering **Tuesday, February 2 at 9 PM ET/PT** on Velocity--*

(Silver Spring, Md.) – At Long Island, N.Y. based Will Castro's Designs proprietor Will Castro and his Team Unique crew create exceptional custom vehicles for the most popular tastemakers of movies, music, television and sports. He's made four wheeled dreams reality for the likes of N.B.A. superstar LeBron James, NASCAR champion Jeff Gordon, P. Diddy, N.Y. Yankees pitcher CC Sabathia, 50 Cent, actress Pamela Anderson and more. Now, Velocity is taking viewers inside Castro's extraordinary business, creative and production process in the all new series **UNIQUE RIDES** world premiering **Tuesday, February 2 at 9 PM ET/PT**.

"The work Will and Team Unique produce in the car space is fantastic," said Robert Scanlon, General Manager of Velocity and Automotive Content. "**UNIQUE RIDES** showcases their exceptional talents on a number of different, challenging vehicles. As our audience will discover, there's a reason why they have the trust of so many high profile clients."

In each episode of **UNIQUE RIDES**, Will's talents as a business owner, designer, fabricator and innovator are on display as he and Team Unique unite style, stunning visuals and impeccable craftsmanship into ever vehicle they create. He turns ordinary autos into extraordinary four-wheeled works of art by drawing from years of design experience collaborating with several major manufacturers including Mercedes, Cadillac, Lincoln, General Motors, Pontiac and

Nissan. **UNIQUE RIDES** showcases their amazing process – from design and tear down to the build and reveal – as Castro and his team deliver on the dreams of their discerning clientele. Season one of **UNIQUE RIDES** beginning **Tuesday, February 2 at 9 PM ET/PT** on Velocity features a number of top entertainers and professional athletes who've turned to Will for one-of-a-kind automobile designs and builds. Appearing this season are:

- Singer, songwriter and dancer Jason Derulo;
- N.F.L. Pro Bowl wide receiver Odell Beckham, Jr.;
- N.B.A. star and N.Y. Knicks forward Carmelo Anthony;
- Popular singer and songwriter Austin Mahone;
- GRAMMY Award Nominated hip-hop artist Busta Rhymes;
- Actor, comedian, producer and screenwriter John Leguizamo;
- Professional boxer and former WBO middleweight champion Peter "Kid Chocolate" Quillin; and more.

Preview Velocity's **UNIQUE RIDES**: <https://youtu.be/QpTmaIqj9FI>

**UNIQUE RIDES** is produced for Velocity by Alkemy X. For Alkemy X, Mark Finkelparl is executive producer. David Lee is executive producer for Velocity. Robert Scanlon is general manager of Velocity and Automotive Content.

### **About Will Castro Designs**

Will Castro Designs is the leader in luxury automotive design and customization for elite car enthusiasts. Headquartered in Long Island, New York founder Will Castro has been a pioneer in design and automotive customization for decades. Castro and his Team Unique from Unique Automotive has been the trusted partner with corporate brands, A-List celebrities, professional athletes and exclusive clientele. Will Castro Designs has been recognized globally and garnered a reputation as the trusted source for design and customization. To learn more, visit [www.willcastro.com](http://www.willcastro.com).

### **About Velocity**

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the only upscale men's cable network that focuses on thrilling automotive for its viewers. Velocity programming is diverse, intelligent and engaging; capturing the best of the human experience as told by the top experts in the field. Formerly HD Theater, the fully HD network is available in 65 million homes. For more information on Velocity, please visit [Velocity.com](http://Velocity.com), on Facebook at [facebook.com/VelocityTV](https://facebook.com/VelocityTV) or on Twitter @Velocity.

**About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching 3 billion cumulative subscribers in more than 220 countries and territories. For 30 years Discovery has been satisfying curiosity and entertaining viewers with high-quality content through its global brands, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including TestTube, Seeker and SourceFed. Discovery owns Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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