



VELOCITY

FOR IMMEDIATE RELEASE

April 26, 2017

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**VELOCITY RACES INTO MAY WITH A CUSTOM-FIT PREMIERE OF THE BRAND-NEW ORIGINAL SERIES
SPEED IS THE NEW BLACK**

--Series premiere of SPEED IS THE NEW BLACK airs Wednesday, May 24 at 9PM ET/PT on Velocity--

(New York) – Velocity is satisfying its audience’s need for speed this spring with the premiere of the all new original series **SPEED IS THE NEW BLACK**. Following young prodigy Noah Alexander and his team at the elite automotive shop Classic Car Studio in St. Louis, Missouri, **SPEED IS THE NEW BLACK** will feature the intricate builds coming out of Noah’s shop with the end goal of creating a fast and furious ride. This season, Noah and his team are redesigning classic cars from a 1962 Corvette to a 1990 Porsche 911 and everything in between creating custom pieces of art designed for the open road. **SPEED IS THE NEW BLACK** premieres Wednesday, May 24 at 9PM ET/PT on Velocity.

“Velocity is thrilled to bring our viewers inside Noah’s world in **SPEED IS THE NEW BLACK** where cars are literally custom tailored to fit their client’s physical size, lifestyle, environment, driving style and driving mission” said Robert S. Scanlon, Executive Vice President and General Manager of Velocity and Automotive Content. “Noah’s intricate creative vision and wholesome Midwestern personality is a strong addition to Velocity’s fan favorite full of life characters and we can’t wait to share him with our viewers.”

Classic Car Studio builds custom automobiles for those who want to participate in cross country rally races, go 200 miles-per-hour at the legendary Texas Mile or race their old Challenger against a newer model. On **SPEED IS THE NEW BLACK**, Noah and his crew willingly attack any daunting task at hand including adding a 1200 horse power supercharger to a 1969 Chevelle and custom aviation themed interior with one off metal bomber seats to a Viper-powered 1962 Chrysler 300.

The premiere episode of **SPEED IS THE NEW BLACK** features a 1965 Ford Mustang for a client who collects custom cars solely for his showroom. He brings Noah his '65 Mustang with hopes of finally taking one of his rides on the road. The crew fully customizes his ride for the road with a Ford 347 Stroker with an F1 Pro Charger, a EFI fuel injection system and racing seats and a roll cage. Yet, every step of their customizing process raises a challenge when dealing with a needy customer. It is up to Noah and his gang to stand up to the client when they think there might be a better alternative to truly enhance the performance of the car.

SPEED IS THE NEW BLACK, is produced by Asylum Entertainment and NoCoast Originals. For Velocity, Peter Neal is executive producer and Robert S. Scanlon is executive vice president and general manager of Velocity and Automotive Content.

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 71 million homes, and viewers can enjoy their favorite shows anytime, anywhere through Velocity Go – the network's TVE offering featuring live and on demand access to complete seasons. Audiences can also connect with Velocity at Velocity.com, as well as on Facebook at facebook.com/VelocityTV or on Twitter [@Velocity](https://twitter.com/Velocity).

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the leader in global entertainment reaching 3 billion cumulative subscribers in more than 220 countries and territories. Discovery satisfies curiosity, entertains and inspires viewers with high-quality content through global brands, led by Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including 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.

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