



VELOCITY

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**CAR CUSTOMIZATION ENTREPRENEUR, RYAN FRIEDLINGHAUS, RETURNS TO VELOCITY FOR AN ALL NEW SEASON OF *INSIDE WEST COAST CUSTOMS***

***--INSIDE WEST COAST CUSTOMS Returns Tuesday, January 23 at 9 PM ET/PT--***

(Silver Spring, Md.) – Car customization entrepreneur Ryan Friedlinghaus returns to Velocity for an all new season of **INSIDE WEST COAST CUSTOMS**. Friedlinghaus takes viewers inside his famous, highly regarded 60,000 square foot shop in Burbank, Calif. as his team creates over-the-top rides for some of today’s hottest brands and celebrities. World premiering **Tuesday, January 23 at 9 PM ET/PT** on Velocity, this season of **INSIDE WEST COAST CUSTOMS** features breathtaking rides for the likes of Joe Jonas, Green Day, Travis Scott, the new “Black Panther” movie and much more.

“Everyone turns to Ryan for his craftsmanship and deep knowledge of the custom car space,” said Robert S. Scanlon, president of Velocity and TEN video content. “Viewers tune into **INSIDE WEST COAST CUSTOMS** for an insider look at how some of the most creative cars are made today. This season is no exception.”

The premiere episode of **INSIDE WEST COAST CUSTOMS** features a very special, one-of-a-kind vehicle for Grammy® Award winning rock band Green Day. When the band was starting out, they toured America in an old bookmobile customized by drummer Tre Cool’s father. Friedlinghaus helps kick off the rust for a special partnership Green Day has with the Rock-N-Roll Hall of Fame and the Wheels for Wishes foundation to bring this relic from the 90’s back to life.

New episodes this season feature work on several different cars including a nineties era Ford Mustang 5.0, a Dodge Viper, a pair of KIAs – a Stinger and a Cadenza -, a 1957 Cadillac El Dorado Seville and a 1969 Camaro for Continental Tires. Additionally, Ryan partners with Lexus to create a “Black Panther” inspired LC-500 that would be fit for the King of Wakanda; and fully restores a beloved 1963 Ford Falcon for pop rock sensation Joe Jonas. **INSIDE WEST COAST CUSTOMS** airs **Tuesdays at 9 PM ET/PT** beginning January 23 only on Velocity.

Friedlinghaus had this to say about the upcoming season of **INSIDE WEST COAST CUSTOMS**, “It’s been an amazing past few months doing one-of-a-kind builds for top iconic brands, an amazing SoCal clientele and some of the biggest names in entertainment, sports and music. This season, I feel like we are really able to showcase a variety of exciting never-before-seen projects.”

**INSIDE WEST COAST CUSTOMS** is executive produced by Ryan Friedlinghaus and the production company is K.O.C. For Velocity, David Lee is executive producer and Robert S. Scanlon, president of Velocity and TEN video content.

#### **About Velocity**

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the only television brand that focuses on delivering automotive content to enthusiasts and viewers. Velocity programming is engaging, entertaining and informative, featuring the very best of the automotive world as told by the genre’s top experts and personalities. The fully HD network is available in more than 73 million homes, and viewers can enjoy their favorite shows anytime, anywhere through Velocity Go – the network’s TVE platform featuring live and on demand access to complete seasons. Viewers can also connect with Velocity at Velocity.com, as well as on Facebook at facebook.com/VelocityTV, on Twitter @Velocity and on Instagram @Velocity.

#### **About West Coast Customs**

Founded in 1993 by Ryan Friedlinghaus, West Coast Customs is the premiere vehicle modification shop, internationally recognized for its original designs, beyond your imagination concepts, impeccable quality, cutting-edge technology and unparalleled craftsmanship. Recognized as the game-changing car customization phenomenon that was MTV’s Pimp My Ride, West Coast Customs’ pop culture status and appeal has catapulted worldwide with state-of-the-art West Coast Customs facilities now open in Dubai, Mexico, Germany, Malaysia, Russia, China and Japan. The West Coast Customs flagship 60,000 square foot facility, is headquartered in Burbank, CA with 12 leading-edge departments offering a range of extraordinary custom services for projects of any size, scope or budget.

#### **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](http://www.DiscoveryCommunications.com).

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