



**FOR IMMEDIATE RELEASE**  
January 12, 2016

**CONTACTS:** For Velocity, Andrew Scafetta: 240.662.6063  
[Andrew.Scafetta@discovery.com](mailto:Andrew.Scafetta@discovery.com) – OR –  
For Discovery Channel, Paul Schur: 240.662.3348  
[Paul.Schur@discovery.com](mailto:Paul.Schur@discovery.com)

**VELOCITY AND DISCOVERY CHANNEL KICK 2016 INTO HIGH GEAR WITH  
BARRETT-JACKSON LIVE, 37 HOURS OF LIVE COVERAGE FROM  
THE 45<sup>TH</sup> ANNUAL SCOTTSDALE AUCTION**

*--The World's Greatest Collector Car Auctions Return to Velocity and Discovery Channel LIVE  
Beginning Tuesday, January 26--*

*-- Audiences Can Now Play at Home with Velocity's **Auction Insider**, the New Online Interactive  
Game, Offering the Chance to Win Hourly Prizes and One Grand Prize --*

(Silver Spring, Md.) – Today, Velocity and Discovery Channel announced the return of **BARRETT-JACKSON LIVE** beginning with 37 hours of live coverage from the highly-anticipated 45<sup>th</sup> Annual Barrett-Jackson Scottsdale auction. More than 1,400 of the collector car world's most impressive vehicles are expected to cross the block during Velocity's daily coverage beginning Tuesday, January 26 through Sunday, January 31 and during Discovery Channel's live broadcast on Saturday, January 30 from 3-8 PM ET. Please see below for the full **BARRETT- JACKSON LIVE** U.S. broadcast schedule.

**BARRETT- JACKSON LIVE** cohosts Chris Jacobs, Cristy Lee, Mike Joy, Rick DeBruhl and Steve Magnante return to bring viewers every bit of action from the auction floor, exclusive interviews from the staging lane, thrilling excitement from the bidder's box, and the fun of the Barrett-Jackson grounds in Scottsdale. Special correspondent and three-time NASCAR Champion pit crew chief Ray Evernham will also provide fascinating automotive insights from around the block and on the ground.

“Velocity’s four **BARRETT-JACKSON LIVE** auctions drew more than 34 million real-time viewers last year,” said Robert Scanlon, general manager of Velocity and Automotive Content. “As the staging lanes and block open on an exciting new season beginning with Scottsdale, we hope viewers return to the auction arena with Velocity and find a new, deeper and richer Barrett-Jackson experience with *Auction Insider*.”

As the premiere auction in the Barrett-Jackson portfolio, Scottsdale promises a round up of impressive vehicles from all over the globe that span nearly nine manufacturing decades. Among the star cars is a group of collectible Porsche sports cars including a rare Weissach Edition 2015 Porsche 918 Spyder, a Porsche 911 Speedster, a 930 Turbo and two Porsche 356s. In addition, a 1938 Boyd Coddington original “The French Connection”, a 1950 Ferrari 195 S Inter Superleggra and a stunning 1953 Delahaye 235 Saoutchik will cross the block.

**BARRETT-JACKSON LIVE U.S. Broadcast Schedule (All Times ET):**

**Tuesday, January 26**

6:00 – 11:00 PM on Velocity

**Wednesday, January 27**

6:00 – 11:00 PM on Velocity

**Thursday, January 28**

6:00 – 11:00 PM on Velocity

**Friday, January 29**

4:00 PM – Midnight on Velocity

**Saturday, January 30**

3:00 – 8:00 PM on Discovery Channel

8:00 PM – Midnight on Velocity

**Sunday, January 31**

2:00 – 7:00 PM on Velocity

New this year is the introduction of *Auction Insider*, an interactive experience that allows viewers at home to participate in the competitive, thrilling Barrett-Jackson bidding process.

Every hour during **BARRETT-JACKSON LIVE** audiences playing *Auction Insider* will test their appraisal skills by guessing the hammer price on a car crossing the Scottsdale auction block. Viewers interested in playing *Auction Insider* can register to play by logging on to AuctionInsider.TV on their computer or mobile device. Hourly prizes include Apple iPads with each player eligible to win the grand prize of a trip for two to the [Ron Fellows Performance Driving School at Spring Mountain Motor Resort and Country Club](#) following the conclusion of the auction. *Auction Insider* is producer for Velocity by iPowow.

**BARRETT-JACKSON LIVE** is produced for Velocity and Discovery Channel by Discovery Studios. For Velocity, David Lee and Peter Neal are executive producers and Robert Scanlon is general manager.

#### **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](https://twitter.com/Velocity).

#### **About Discovery Channel**

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 224 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, Science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit [www.discovery.com](http://www.discovery.com).

#### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching nearly 3 billion cumulative subscribers in more than 220 countries and territories. For 30 years Discovery has been dedicated to satisfying curiosity and entertaining viewers with high-quality content through its global television 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. Discovery controls 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, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

**About The Barrett-Jackson Auction Company**

Established in 1971 and headquartered in Scottsdale, Arizona, Barrett-Jackson, The World's Greatest Collector Car Auctions<sup>®</sup>, is the leader in collector car auctions and automotive lifestyle events. The company produces auctions in Scottsdale, Arizona; Palm Beach, Florida; at Mohegan Sun in Connecticut, and Las Vegas, Nevada. With broadcast partners, Velocity and Discovery Channel, Barrett-Jackson will feature live television coverage in 2016, including broadcasts in over 100 countries internationally. Barrett-Jackson also endorses a one-of-a-kind collector car insurance for collector vehicles and other valued belongings. For more information about Barrett-Jackson, visit <http://www.barrett-jackson.com>, or call (480) 421-6694.

###