



VELOCITY

**FOR IMMEDIATE RELEASE**

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**37 HOURS OF BARRETT-JACKSON LIVE JUMP STARTS THE NEW YEAR ON  
VELOCITY AND DISCOVERY CHANNEL**

*-- Barrett-Jackson, World's Greatest Collector Car Auction Returns as Bidders Vie for the Most Cherished, Extraordinary Autos LIVE Beginning Tuesday, January 17 on Velocity --*

(New York) – Velocity and Discovery Channel shift into a new gear this new year as exceptional cars shine brighter than the desert stars during **BARRETT-JACKSON LIVE** from Scottsdale, Ariz. beginning Tuesday, January 17 through Sunday, January 22. One of the biggest annual automotive events in America, the Barrett-Jackson Scottsdale auction, features thousands of bidders – discerning collectors, big dreamers, leading athletes and top celebrities – vying to ensure their fantasy becomes reality. Tensions will surely run high and the excitement even higher as bidders compete to take home one of the more than 1,600 outstanding vehicles scheduled to cross the auction block. **BARRETT- JACKSON LIVE** will bring the most exciting moments to viewers at home with 37 hours of live coverage starting on Velocity January 17 and continuing on Discovery Channel on January 21 before concluding on January 22 on Velocity. Please see below for the full **BARRETT- JACKSON LIVE** U.S. broadcast schedule.

“The 2017 Scottsdale auction kicks off our third straight year of **BARRETT-JACKSON LIVE**,” said Robert Scanlon, Executive Vice President and General Manager of Velocity and Automotive Content. “Last year eight million people joined us on Velocity for the auction – a 29-percent lift over the 2015 broadcast. With that kind of momentum, we’re thrilled to partner again with Barrett-Jackson for this unique, wonderful and electrifying six-day live television event.”

**BARRETT- JACKSON LIVE** cohosts Chris Jacobs, Cristy Lee, Mike Joy, Rick DeBruhl and Steve Magnante return to Scottsdale to bring viewers every bit of action from the exciting auction floor, as well as exclusive interviews, in-depth analysis, thrilling bidding wars and the fun, festival like atmosphere of the expansive Barrett-Jackson grounds in Scottsdale. Joining the crew this year as a special correspondent is Velocity’s Dave Kindig of the hit series **BITCHIN’**

**RIDES.** Kindig, a self-made custom car fabricator, will join the on-air coverage on Friday and Saturday to share his classic automotive knowledge from on the ground and around the block.

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

Tuesday, January 17

6:00 – 11:00 PM on Velocity

Wednesday, January 18

6:00 – 11:00 PM on Velocity

Thursday, January 19

6:00 – 11:00 PM on Velocity

Friday, January 20

4:00 PM – Midnight on Velocity

Saturday, January 21

3:00 – 8:00 PM on Discovery Channel

8:00 PM – Midnight on Velocity

Sunday, January 22

2:00 – 7:00 PM on Velocity

As the premiere auction in the Barrett-Jackson portfolio, Scottsdale promises a roundup of impressive vehicles from all over world spanning every decade and model. Among the leading cars is Rock and Roll Hall of Fame inductee and four-time Grammy winner Steven Tyler's personal, rare 2012 Hennessy Venom GT Spyder. The Hennessy will cross the block on Friday with proceeds benefiting Tyler's charity [Janie's Fund](#), supporting young girls suffering from trauma, abuse and neglect.

**BARRETT-JACKSON LIVE** from Scottsdale will also feature a 1932 Rolls-Royce Henley Roadster, a 1969 Chevrolet Corvette L88 and a 1964 competition Cheetah in addition to a 1970 Plymouth HEMI 'Cuda Convertible, one of the rarest and most desirable muscle cars of all time. Once owned by NHRA Hall of Famer Steve Bagwell, the HEMI 'Cuda convertible is one of only 14 ever made.

Velocity is excited to bring back *Auction Insider*, an interactive experience that allows viewers at home to participate in the competitive 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.com](http://AuctionInsider.com) on their computer or mobile device. *Auction Insider* is produced 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 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 68 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](http://Velocity.com), as well as on Facebook at [facebook.com/VelocityEngineering](https://facebook.com/VelocityEngineering) or on Twitter [@Velocity](https://twitter.com/VelocityEngineering).

#### **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).

#### **About The Barrett-Jackson Auction Company**

Established in 1971 and headquartered in Scottsdale, Arizona, Barrett-Jackson, The World's Greatest Collector Car Auctions®, is the leader in collector car and automotive lifestyle events, which include authentic automobilia auctions. 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 extensive live television coverage in 2017, 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.

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