

#### FOR IMMEDIATE RELEASE:

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# REV YOUR ENGINES FOR 21 HOURS OF LIVE AUCTION ACTION ON VELOCITY AND MOTOR TREND ONDEMAND WITH BARRETT-JACKSON LIVE FROM PALM BEACH

- -- Velocity Kicks off Live Coverage April 12 at 1 PM ET, and Noon ET on Friday, April 13 and Saturday April 14 —
- -- Live Coverage Continues Exclusively on Motor Trend OnDemand For the First Time Ever on Sunday, April 15 From Noon-4 PM ET --

(New York) – Velocity, and new digital partner Motor Trend OnDemand, cruise into Florida this April for 21 hours of exciting live coverage from the expanded and highly anticipated 16<sup>th</sup> annual Barrett-Jackson auction in Palm Beach. Velocity's **BARRETT-JACKSON LIVE** will capture every angle of every remarkable vehicle crossing the auction block beginning on **Thursday, April 12 at 1 PM ET** and on **Friday and Saturday beginning at Noon ET**. Full broadcast schedule below.

New this year, Motor Trend OnDemand will live stream the added fourth day on **Sunday, April 15 from Noon – 4 PM ET**. Motor Trend will also host the **Motor Trend LIVE Stage** on-site at Barrett-Jackson Palm
Beach from **Thursday, April 12 – Sunday, April 15**. The Motor Trend LIVE Stage will feature in-depth
discussions about all of the cars crossing the auction block in addition to interviews with industry experts
and car trivia competitions for fans to participate in.

#### **BARRETT-JACKSON LIVE** Broadcast Schedule (All Times ET):

Thursday, April 12

1:00 PM - 6:00 PM on Velocity

Friday, April 13

12:00 PM - 6:00 PM on Velocity

Saturday, April 14

12:00 PM - 6:00 PM on Velocity

Sunday, April 15

12:00 PM – 4:00 PM on Motor Trend OnDemand 6:00 PM – 11:00 PM on Velocity (encore)

"BARRETT-JACKSON LIVE is a proven fan favorite. With Palm Beach expanding to a fourth day this year we're delighted to give fans more hours of the Palm Beach auction than ever before," said Robert S. Scanlon, president of Velocity and TEN video content. "With the addition of live streaming on Motor Trend OnDemand, our audience will be able to enjoy BARRETT-JACKSON LIVE on any platform they choose."

**BARRETT-JACKSON LIVE** veterans Chris Jacobs, Cristy Lee, Mike Joy, Steve Magnante and Rick DeBruhl return to provide fascinating, in-depth information about the rarest cars in the world. Joining the expert crew this year for all four days of coverage is Motor Trend author, Jonny Lieberman. This auction features more than 150 vehicles from the coveted John Staluppi Cars of Dreams Collection and more than 75 cars from the South Florida Collection. Highlights from the Staluppi collection include a 1930 Ford Hi-Boy Custom Roadster, a 1957 Desoto Adventurer Convertible and a 1959 Dodge Custom Royal Super D-500 Convertible. The South Florida Collection is also bringing exciting rides that include three Ferraris: a 1972 Dino 246 GT and two 1983 Ferrari 512 BBi models.

**BARRETT-JACKSON LIVE** is produced for Velocity and Motor Trend OnDemand by Discovery Studios. For Velocity and Motor Trend OnDemand, David Lee and Peter Neal are executive producers. Robert Scanlon is president of Velocity and TEN content.

## **About Velocity**

Velocity is the only television brand that focuses on delivering automotive content to enthusiasts and viewers. Available in 73 million homes nationwide the fully HD network's programming is engaging, entertaining and informative, featuring the very best of the automotive world as told by top experts and personalities. Viewers can connect with Velocity on Facebook at <a href="facebook.com/VelocityTV">facebook.com/VelocityTV</a>, on Twitter @Velocity and on Instagram @Velocity. Velocity is a division of TEN: A Discovery, Inc. company, the largest automotive media company in the world that combines the power of Velocity with TEN's entire portfolio including MOTOR TREND, HOT ROD, ROADKILL, AUTOMOBILE and more than 20 other industry-leading brands.

## **About Discovery:**

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and 50 languages, Discovery is a platform innovator, reaching viewers on all screens, including TV Everywhere products such as the GO portfolio of apps and Discovery Kids Play; direct-to-consumer streaming services such as Eurosport Player and Motor Trend OnDemand; and digital-first and social content from Group Nine Media. Discovery's portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, Turbo/Velocity, Animal Planet, and Science Channel, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit <a href="www.corporate.discovery.com">www.corporate.discovery.com</a> and follow @DiscoveryIncTV across social platforms.

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