



**FOR IMMEDIATE RELEASE**  
May 8, 2013

**CONTACT:** Brittany Whiteford: 443.955.4752  
[Brittany\\_Whiteford@discovery.com](mailto:Brittany_Whiteford@discovery.com)  
Chris Finnegan: 301.742.3921  
[Chris\\_Finnegan@discovery.com](mailto:Chris_Finnegan@discovery.com)

**VELOCITY SUPERSIZES ITS SIGNATURE AUTO AUCTION WITH 32 LIVE HOURS  
OF MECUM COVERAGE FROM INDIANAPOLIS**

***-- Guest Host Chris Jacobs of Velocity's OVERHAULIN'  
to Curate the Classic Car Action LIVE --***

(Silver Spring, Md.) – This spring, Velocity produces its most impressive offering of classic cars, high stakes drama, and rapid-fire deal making with a landmark 32 hours of live **MECUM AUCTIONS: MUSCLE CARS AND MORE**. Live from Indy, crews race on the ground as the world's number-one seller of collector cars rolls more than 2000+ dream machines across the signature Mecum Auctions red carpet. Velocity grants viewers an all-access pit pass, as auctioneer extraordinaire **Dana "The Deal Maker" Mecum** and special guest host **Chris Jacobs** (*Overhauledin', Extra, Chopper Live*) lead the real-time action in a blockbuster 4-day event when **MECUM AUCTIONS: MUSCLE CARS AND MORE** kicks off in Indianapolis starting **Wednesday May 15 at 1:00PM (ET/PT)**.

"A Mecum Auction is any true car lover's dream", said Chris Jacobs. "I am thrilled to go from one elite car expert the next, hoping to bring the knowledge of Chip Foose and the Overhauledin' team to Dana Mecum and his expert staff in the auction business".

"Velocity's coverage of **MECUM AUCTIONS: MUSCLE CARS AND MORE** combines some of the finest vehicles anywhere with an exclusive look behind the art of the deal" said Bob Scanlon, senior vice president of Velocity. "Our viewers can't get enough of our live auction coverage, so we're going to give them an even larger offering of real-time broadcasts from this

year's top event. The addition of Chris Jacobs to our all-star line up of car curators will allow viewers to go even deeper into the thrilling action only present at Mecum Auctions".

Headlining the Indianapolis auction is a legendary one-of-one *1967 Shelby GT500 Super Snake*, and the original *1967 Ford Mustang Eleanor* from the cult hit: **Gone in 60 Seconds**. Both automobiles are expected to draw in elite collectors from around the globe.

### **FULL LIVE BROADCAST SCHEDULE:**

#### **Mecum Indianapolis**

**May 15 – 18, Indiana State Fairground, IN**

Wednesday 5/15 - 1:00- 9:00 PM EST

Thursday 5/16 – 1:00- 9:00 PM EST

Friday 5/17 – 1:00- 9:00 PM EST

Saturday 5/18 – 1:00- 9:00 PM EST

*\*Special Discovery Channel Simulcast Saturday 5/18 from 3:00 – 4:00 PM*

**MECUM AUCTIONS** is produced by Linger Production Group for Velocity. Bob Scanlon is senior vice president of Velocity and Dave Lee is director of production for the network.

#### **About Velocity:**

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the upscale men's cable network that provides high-octane programming for its viewers. Velocity programming is diverse, intelligent and engaging, with series and specials representing the best of the automotive, sports and leisure, adventure and travel genres. Formerly HD Theater, the fully HD network is available in approximately 40 million homes. For more information on Velocity, please visit **Velocity.tv**, on Facebook at **facebook.com/VelocityTV** or on Twitter @**VelocityTV1**

#### **About Discovery Communications:**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 142 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including [HowStuffWorks.com](http://HowStuffWorks.com). For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

#### **About Mecum Auctions:**

The Mecum Auction Company is the world leader of collector car and Road Art sales hosting auctions throughout the United States. The company has been specializing in the sale of collector

cars for 26 years, now offering more than 15,000 vehicles per year and averaging more than one auction each month. Established by President Dana Mecum in 1988, Mecum Auctions remains a family-run company headquartered in Walworth, Wis. For further information, visit [www.mecum.com](http://www.mecum.com).