



GO **BIG** OR GO HOME!



MY PASSION IS TAKING KITS TO THE EXTREME.
— JAY KING



Concept

When you build outside the box, you can make anything that goes fast and looks great.

Let's face it, kits are cool! And when it comes to cars, you can build new or add body kits to models from any era to make them look great and go fast. While cars will dominate this show, bikes, boats, submarines, helicopters, drones and planes will be offered up as B and C stories to keep the team on their toes!

And when it comes to building kits, no one does it better than Jay King and his core team of kit builders. They're as fun as they are skilled and always add customized touches that make each creation fast, functional and great eye candy.

Whatever the kit modifications or ground up builds, this team will build it and make it go fast- and the scope of kits available is virtually limitless. What's more, if the kit doesn't exist, Jay will quickly print or design parts to fill the gap. Kit King's wide reaching clientele are as fun and eccentric as the kits themselves.



The Team



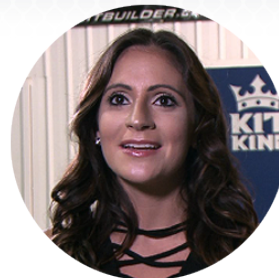
In addition to being a larger than life TV character, **Jay King** is known for his speed and skill as a kit builder, having wowed customers and won top prizes at prestigious competitions nationwide. His award winning kit car, The K1 Attack, is recognized as the industry leader. Jay even won the Science Channel's "All American Makers" for a revolutionary car part invention, the heated wiper blade. When Jay's not building kits he's coming up with the next best invention with dozens of patents and new products in the pipeline. Jay even designed and customized his own luxurious tiny house that resides inside of his state of the art Kit King factory located in Connecticut.



Jay's team is lead by **Brianna**, also known as "Hot Shot." She walks her talk as a certified BMW motorcycle technician who manages four flagship BMW stores in the area. Brianna has a need for speed on land and water, taking her pro bike and tricked out BMW X5 to the track and going flat out on waterskies, where brutal wipeouts are not uncommon. That said, her spirit is unbroken and her skill is equally limitless. Hot Shot, a fun and effervescent leader, is in charge of tricking out motors to make the vehicles go fast and also perform beautifully.



Jenna aka "Rookie" is the office administrator who knows how to carry out any task and make sure that parts and packages are delivered on time and on budget. If not, she's ready and willing to hunt down the time wasting offenders or drive hundreds of miles to make sure the team has the parts they need. She's also extremely funny, often without trying to be. Her wry wit keeps Jay, the team and clients laughing and feeling good. Rookie loves indie bands, the color red and baking cookies.



Kaycie aka "Sparkles" brings the bling to the billing. "Sparkles" claims that she doesn't sweat, but glitters instead. The truth is, she has fun with the builds and makes sure that she looks great in the process, with special attention to outfits, hair and makeup. Like Rookie, Sparkles is dependable and committed. She makes sure that every project has the bling factor which is no wonder why she oversees upholstery, sound systems and other glittery gadgets.



Meet a badass named **Melissa** Fiorello and the killer 10-second GTO she drives. And no, she doesn't just meander down the track on test and tune nights. Melissa actively bracket races her '04 GTO in several different series with a fair amount of success. Melissa has raced with Pinks All Out, the NSCA, and even qualified #1 at the Buckeye State Nationals.

How about the fact that Melissa was the first bolt-on LS1 GTO to break into the 11s and she now currently runs 10.89 at 122 mph using a pair of ported (243 casting) LS6 heads and a mild camshaft. Yeah, we told you Melissa was a badass.



Stephanie is a veteran, currently serving in the Air National Guard, and has her own small business as a skincare consultant. She is a full time student by day and bartender by night. When she can find a little spare time Stephanie is out riding her motorcycle. She is motivated, ambitious, has a passion for learning and loves a good challenge. Stephanie is training with the team to assist and will do whatever it takes to get the job done.



Potential Client List



Pete doing donuts in his quad car to celebrate his new helipad for his kit helicopter!

“Superbike” Pete

Superbike Pete is a successful developer who also owns an insurance company, his real passion is super bikes. He's raced since he was 17 and as an adult has gone on a bike buying spree that has ballooned into a collection of over 160 of the finest speed bikes money can buy. Pete also likes fast cars and owns the fastest production Porsche, a GT R2- the color purple, and a \$400,000 Lamborghini that has a lowered suspension and modified exhaust. Pete, who modifies everything he buys, can't wait to get his customized Mosquito helicopter from Kit King. The Mosquito, easy to fly, safe and practical, will have state of the art electronics, interior and a paint job that will undoubtedly turn heads. Pete wants his Mosquito to impress other high rollers at a party where he plans to land poolside, blowing hair, drinks and minds all at the same time. He's even built his own helipad on his property that is currently where he does donuts with his high powered quad car. All is good with his helicopter project except for one thing: Pete wants the whole kit completed in just 20 days!



“Kit Car” David

David, an intellectual property lawyer and former molecular biologist also knows how to blow off steam and it's in a one of a kind K1 Attack. The Attack a rear engine sports car with an aggressive stance and flip up doors. It's not only a head turner, it's ruthlessly fast with equally responsive handling. David has always dreamed of having the coolest car around which is why he commissioned Kit King to make him this special car. It's no surprise that when David arrived at Kit King to pick up his kit car he was speechless with goose bumps. David points out that Kit King is only one of three teams to successfully complete a K1 Attack with 19 K1 kits shipped to the U.S.



Opportunity

- Increased visibility to target audience
- Raise brand and product awareness
- Breakthrough the Clutter with a well placed spot with maximum visibility
- Build credibility and educate consumers on brand/product attributes in an organic and entertaining manner
- Strong social media presence with content repurposed across multiple mediums – streaming platforms, mobile and podcasts
- Build/Enhance emotional relationship between brand and consumers
- Positively shift/affect consumer brand perceptions
- Motivate to Action - influence consumer behavior and purchase decisions



Series facts & specs

- Networks: Velocity Channel
- Episodes: 10 hour long programs
- Original Time Period: 7:00-8:00 PM Friday
- Additional repeats: 2:00-3:00 AM Saturday
- All episodes streamed
- Premiere: 4th Quarter 2018 for 10 Weeks
- Production Commencement: Quarter 1, 2018
- 250,000 Avg HH(000) per episode*
- 82,000 Avg A25-54(000) per episode*

* Estimates are per :60.



Velocity Network

About the network

Velocity Network programming is eye-catching, intelligent and engaging. Programming a diverse schedule of auto customizing, rally championships, historical tributes and real-life shows featuring knowledgeable car enthusiasts, Velocity is a television destination in a category all its own.

- Top 15 fastest growing network in cable
- #1 Male skewing network
- 13 consecutive quarters of growth
- #7 Cable Network in household subscriber growth
- 50 Consecutive months of delivery growth for men
- Double digit growth in prime and total day



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