



## MEDIA INFORMATION

Contact: Erik Arneson – SPEED  
[Erik.Arneson@SPEED.com](mailto:Erik.Arneson@SPEED.com)  
704-501-5795

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# ICONIC HOLLYWOOD CAR DESIGNER GEORGE BARRIS SELECTED TOP JUDGE FOR SPEED'S *CAR WARRIORS*

**CREATIVE MIND BEHIND BATMOBILE, MUNSTER KOACH & GREEN HORNET'S  
'BLACK BEAUTY' LEADS PANEL  
FEATURING EXPERTS JIMMY SHINE AND 'MAD MIKE' MARTIN**

With decades of experience under his belt, having designed some of Hollywood's most recognizable custom cars ever, George Barris, 'King of the Kustomizers,' joins fellow automotive geniuses Jimmy Shine and "Mad Mike" Martin as judges for SPEED's new all-star build show, *Car Warriors*, set to premiere Feb. 23 at 9 p.m. ET.

The one-hour weekly series, shot on a purpose-built set developed on the grounds of Ted Moser's famed Picture Car Warehouse in Northridge, Ca., features a hand-picked, eight-person All-Star automotive team taking on shops from around the country in a pressure-packed, 72-hour restoration project, matching wits, skills and stamina on a wide variety of vehicles. Barris, Shine and Martin review the results and determine the winning team.

"The time frame will be their biggest challenge," Barris said. "The teams need to be prepared to work around the clock with little break. It's tiresome... they are going to have coffee coming out of their ears in order to allow them to stay awake, focused and driven to win."

Barris designs dominated 1960's television. *The Munsters*, *The Beverly Hillbillies*, *My Mother the Car*, *Mannix*, *The Good Guys* and hundreds of TV specials were just a few of the Barris projects that generated millions of images and toy models of America's best-loved cars. However, the most famous TV car in the entire world (even to this day) is Barris' 1960s *Batmobile*, created for one of the most-beloved series of our time – *Batman*, with Adam West and Burt Ward.



For a look at Barris' famous creations, please visit [www.barris.com](http://www.barris.com).

Barris' client list reads like a stroll on Hollywood Boulevard's Walk of Fame, as he has done custom work for John Wayne, Elvis Presley, The Beatles, Frank Sinatra, Dean Martin, The Beach Boys, Sonny & Cher, Sean Connery, Peter Fonda, Jerry Lewis, Bob Hope and Bing Crosby.

Joining Barris on the *Car Warriors* judging panel are Shine, lead builder at the world famous So-Cal Speed Shop, and Martin, the wiring magician from Galpin Auto Sports and the popular television series *Pimp My Ride*.

Hosted by Marc Istook, *Car Warriors* headlines an aggressive 2011 SPEED prime time programming campaign. Beginning the week of Feb. 21, SPEED is launching six new titles following its highly rated coverage of NASCAR's season-opening *Speedweeks* events from Daytona Beach. In addition to *Car Warriors*, the network is rolling out:

*(Note: The list below identifies working titles that may change by air time)*

***American Trucker*** (Thursdays at 10 and 10:30 p.m. ET, two 30-minute episodes) – Produced by BCII Productions (*Overhulin', Livin' the Low Life, Payback, Hot Rod TV*) and hosted by designer/artist and fanatical truck expert Rob Mariani, a finalist on HGTV's *Design Star*, this new show introduces the audience to iconic trucks, the famous routes they followed and the cargo missions that made history.

***Car Science*** (Wednesdays at 10 p.m. and 10:30 p.m. ET, two 30-minute episodes) – The producers of the popular franchise series *Sports Science* and *Fight Science* bring a mad-cap scientific approach to the world of automobiles.

***Speedmakers*** (Thursday at 9 p.m. ET, 60 minutes) – Produced by Michael Hoff Productions (*Ultimate Factories, Mega Structures, Ghost Detectives*), *Speed Makers* takes a look at the iconic builders and epic innovators of acceleration. From celebrated mega-structures like Daytona International Speedway to behind the scenes at Aston Martin, this show celebrates the masterminds of engineering power.

***Ticket to Ride with Dan Neil*** (Tuesday at 8:30 p.m. ET) – Pulitzer Prize-winning *Wall Street Journal* automotive writer Dan Neil takes viewers inside the business of cars, offering insightful test drives, interviews and commentary with a trademark wit that has made Neil a must-read for car lovers.

***The 10*** (Wednesday at 8 p.m. and 8:30 p.m. ET, two 30-minute episodes) – A fast-paced list program, highlighting the best of the best from the world of NASCAR. First season topics include Most Bizarre Finishes, Throw-downs, Talladega Moments, All-Time Races, Closest Calls and Earnhardt Moments.

In 2011, SPEED's Monday-Sunday NASCAR coverage continues to anchor the network, with *NASCAR Race Hub* (Monday-Thursday at 7 p.m. ET) and several new programs in development. Weekend programming continues to be loaded with live racing coverage from the worlds of NASCAR, Formula One, Grand American Road Racing, AMA Supercross, MotoGP, ARCA and others, as well as industry-leading motor sports news programs *Wind Tunnel with Dave Despain* and *The SPEED Report*.

### **About SPEED™**

SPEED, anchored by its popular and wide-ranging coverage of NASCAR, is the nation's first and only cable television network dedicated to automotive and motorcycle racing, performance and lifestyle. Now available in more than 82 million homes in North America, SPEED, a member of the FOX Sports Media Group, is among the industry leaders in interactive TV, video on demand, mobile initiatives and broadband services. For more information, please visit [SPEED.com](http://SPEED.com), the online motor sports authority.

### **About FOX Sports Media Group**

FOX Sports Media Group (FSMG) is the umbrella entity representing News Corporation's wide array of multi-platform US-based sports assets under Chairman & CEO David Hill. Built with brands that are capable of reaching more than 100 million viewers in a single weekend, FSMG includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FSMG now includes FOX Sports, the

sports television arm of the FOX Broadcasting Company; Fox's 19 regional sports networks, their affiliated regional web sites and FSN national programming; SPEED and SPEED2; Fox Soccer Channel and Fox Soccer Plus; FUEL TV; and Fox College Sports. In addition, FSMG also includes FOX Sports Interactive Media, which comprises FOXSports.com on MSN, whatifsports.com and scout.com, reaching over 20 million unique visitors monthly. Also included are Fox's interests in joint-venture businesses FOX Deportes, Big Ten Network and STATS, LLC, as well as licensing agreements that establish the FOX Sports Radio Network, FOX Sports Skybox restaurants and FOX Sports Grills.

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## **George Barris Q&A**

### **Car Warriors (10 one-hour episodes)**

*Car Warriors, an intense 72-hour, no-holds-barred automotive restoration competition between a team of hand-picked all-stars and garage teams from around the country, premieres on SPEED™ Feb. 23 at 9 p.m. ET. Below are quotes from Car Warriors judge, the world famous George Barris, 'King of Kustomizers.'*

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#### **What are your initial impressions of the show?**

My initial impression was 'Wow,' *Car Warriors* will be the first car build show that not only adds the time-crunching stress of a 72-hour build, but all the little dramas and car troubleshoot problems that come up among builders whenever customizing a car from head to toe. After seeing the pilot, I cannot begin to compare another show that has this type of excitement to offer. You have the 'Average Joes' versus the 'Pros.' I'm coming from the old school, so this type of friendly competition excites me.

#### **What are you looking to see from these teams?**

I've been in the business for over 60 years, so I'm looking for warriors. These builders are going to have to fight to win my approval. I need to see the team work at their best, when it comes to design, workmanship, quality and perfection. All of these components will be accounted for in my final decision.

#### **What are some of the important aspects you will be judging on?**

Without a doubt, I will be judging on and off camera. I think it's important to know a little history on each builder to see what type of car customizing techniques they like to associate with. Are they old school or new school? Are they a builder who uses lead, bondo (plastic filler) or fiberglass? What are some past achievements that brought them here to this show?

After my little questionnaire is said and done, here is the deal; I've judged custom car and hot rod shows, plus concourses, from around the world. I'm looking for what designs they are trying to achieve, and the proportions appropriate for their style and category. It might be a performance car, a muscle car, a traditional custom, but the final workmanship is what it will be judged on.

#### **What are the challenges of building a car in 72 hours?**

I'll tell you what, I'd hate to be in their shoes and have to perform this task. Only 72 hours to create a car from nothing into something is very difficult. Back in my day, I at least had a little more time than that. I had 15 days to build the Batmobile, and a little over three weeks to build the Munster Koach, so I can feel their pain a little bit.

The time frame will be their biggest challenge, based upon the final design they go for. The teams need to be prepared to work around the clock with little break. It's tiresome... they are going to have coffee coming out of their ears in order to allow them to stay awake, focused and driven to win.

### **How did you get started customizing cars?**

I started my customizing career from the moment my parents, when I was 13 years old, gave me their 'hand-me down' 1925 Buick. I went to the hardware store for house paint to scallop the fenders, to the Woolworth Five & Dime Store for Fox tails, onto the kitchen for pots and pans for the hubcaps, and to top it all off, I went to my mom's dresser cabinet for the gold knobs to create my grill. Yes, all the kids said I was the 'King of the Kustomizers,' but lo-and-behold, when I got home, my mom couldn't open up the cabinets. I was obviously grounded for a weekend after that stunt, but the punishment was well worth the experience.

At 15 years old, I finally got my first paying job. I received \$10 to put cat-eyed tail lights on a 1932 Ford for one of the kids at my school. From that moment on, I changed custom from a 'c' to 'k,' and Barris Kustom was in full business. In essence, I was self taught and I had to pioneer my way to what I'd like to call success.

### **What are some of your most recent projects?**

"I've not stopped customizing cars with my family in the 21<sup>st</sup> century. We completed a challenge for the *New York Times*, which changed the face of the Toyota Prius and now for GM. We also created a unique Camaro 'Spirit' for Community Chevrolet in Burbank, Calif. Two main factors make this a great customized car - they are affordable and all the parts are made in the USA. Due to my ongoing and current customizing work, I'm appearing at more and more car shows, concours and world tours.