



## PRESS RELEASE

**‘When “impossible” means you’re just not trying hard enough...’**

X-CARS premieres on Thursday, January 6, 2011 at 8 p.m. ET / 9 p.m. PT on Discovery Channel Canada.

Vancouver, B.C. (December 6, 2010). “It can’t be done.” George Parker’s heard those words more than once. Now, he’s out to prove them wrong. Parker sketched out his “car of the future” on a napkin in 1985. Twenty-five years later, this dyslexic jack-of-all-trades and his upstart team of friends and associates are in the race of their lives. In a head-to-head competition to build a mass-market “green” car that can bust through 100 miles per gallon, the guys have set their sights on the high-stakes \$10 million dollar [Progressive Insurance Automotive X PRIZE](#). They’ve only got a couple of months to pull it off, but Parker’s [Future Vehicle Technologies \(FVT\)](#) team is determined to win it. Building a high-performance, fuel-efficient car from the ground up involves guts, patience and more than a few all-nighters. It will test the team’s skills and commitment in ways they could have never predicted. [X-CARS](#), a two-hour documentary that takes an inside look at a group of guys that believes “impossible” means you’re just not trying hard enough, premieres on Thursday, January 6, 2011 at 8 p.m. ET / 9 p.m. PT on Discovery Channel Canada.

“What makes the story of George and the FVT team so compelling,” says director Kelly McClughan, “is that we can all relate. How many of us think, ‘I have a great idea!’ or, ‘I know what would make this even better’. For most of us, the commitment ends there. George is the guy who picks up a welding torch and starts doing it. He’s not afraid to try because he’s not afraid to fail.”

The Progressive Insurance Automotive X PRIZE has attracted some of the world’s top automakers and race car drivers, and Team FVT is widely viewed as ‘underdogs’ by their competition. [X-CARS](#) traces the team’s journey from the obstacles and breakthroughs of constructing the car, literally piece by piece, through to the races themselves. With a budget that’s a fraction of most of their glossy competitors, it’s a ride that isn’t always going to be pretty – but it’s guaranteed to be very, very real.

Future Vehicle Technologies Inc. (FVT) is a Canadian R&D company that is defining a new era in transportation by creating cutting-edge electric vehicle innovations. Their mission is to help solve two of the world’s toughest problems – our dependence on oil and our ballooning carbon footprint. FVT’s electric drive can completely replace a gas engine without compromising convenience, range or performance. These technologies are showcased in the eVaro sports car – a vehicle that achieves over 200mpg, produces no greenhouse gases for the first 125 miles and costs \$1.43 to fill up. With widespread use, FVT’s technologies could reduce automotive gasoline consumption and carbon emissions by over 90%.

The [X PRIZE Foundation](#) is a non-profit organization whose mission is to create radical breakthroughs for the benefit of humanity. The first X PRIZE, in 2004, challenged competitors to put a spacecraft in suborbital flight. The Progressive Insurance Automotive X PRIZE “seeks to encourage and promote the creation and future sales of viable, environmentally friendly, super-efficient vehicles that can help break the addiction to oil and stem the effects of global climate change.”

Visit [x-cars.ca](http://x-cars.ca) for features, articles and exclusive sneak peek videos. For press materials, including bios and photography, please visit [ctvmedia.ca/Discovery](http://ctvmedia.ca/Discovery).

**X-CARS** is directed and written by Kelly McClughan (*Stunt Dawgs, Jetstream*) and produced by Sue Ridout (*Peace Warrior, The Downside of High*) and Kelly McClughan. Editor Jenypher Fisher, Director of Photography John Collins, Composer Christian Prohom, Narrator Peter Ruprecht, Animation by Vern Giammartino. The Production Executive for Discovery Channel Canada is Bruce Glawson.

**X-CARS** is developed and produced by Dreamfilm Productions Ltd. in association with Discovery Channel Canada. Produced with the participation of the Canada Media Fund; the Province of British Columbia's Film Incentive BC Program; and the Canadian Film or Video Production Tax Credit Program. Developed with the participation of BC Film and the Canadian Television Fund.

Dreamfilm Productions is a Gemini Award-winning documentary production company based in Vancouver, British Columbia. Dreamfilm's highly acclaimed documentary *Peace Warrior*, about Canadian soldier Capt. Trevor Greene, won the 2009 Gemini Award for Best Biography Documentary. Other award-winning Dreamfilm documentaries include *The Downside of High, Hyper Parents & Coddled Kids, Desperately Seeking Doctors, and Embracing Bob's Killer*. [www.dreamfilm.ca](http://www.dreamfilm.ca)

## **ABOUT DISCOVERY CHANNEL**

The world is just awesome! With compelling real-life programming that inspires and entertains, Discovery Channel reveals the world in all its wonder, diversity and amazement. Discovery Channel offers a signature mix of adrenaline-charged stories, larger-than-life personalities and vivid imagery for viewers with curious minds. With the best non-fiction programming from Canada and around the world, Discovery Channel captures the excitement of a passion for life – one lived fully and at its most extreme. With exceptional and immersive storytelling, the channel offers in-depth, behind-the-scenes glimpses at the extraordinary people and places that shape our world. Launched in Canada in 1995 and now available in more than eight million Canadian homes, Discovery Channel consistently ranks first among all English-language Canadian specialty networks for overall viewer satisfaction according to the TV Trends and Quality (TVQ) Survey. Discovery Channel Canada is a joint venture between CTV (Canada) and Discovery Communications Inc.

[www.discoverychannel.ca](http://www.discoverychannel.ca)

**DISCOVERY CHANNEL SOCIAL MEDIA LINKS:**

Discovery Channel Canada on **Twitter:** [twitter.com/DiscoveryCanada](https://twitter.com/DiscoveryCanada)

Discovery Channel Canada on **Facebook:** [facebook.com/discoverycanada](https://facebook.com/discoverycanada)

For media inquiries, interview requests, and/or screener copies, please contact:

Andrew Poon, Unit Publicist, X-CARS

T: (604) 318-1882 E: [apoon@novuscom.net](mailto:apoon@novuscom.net)

Jodi Cook, Communications Manager, Discovery Channel

T: (416) 384-4603 E: [jodi.cook@ctv.ca](mailto:jodi.cook@ctv.ca)