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FOR IMMEDIATE RELEASE:

BCII and DIY Network premiere *Celebrity Rides* with a five-part series starring Burt Reynolds and the re-birth of “The Bandit” Trans Am

BCII premieres a new series *Celebrity Rides* with the first five-part series “Burt Builds a Bandit” debuting October 19 on DIY network. This series features a historic car build that reunites Hollywood superstar Burt Reynolds and the black 1977 Pontiac Trans Am that became a star in the hit film *Smokey and the Bandit*. In the show, Burt works with America’s premier ‘muscle car’ parts and restoration company YearOne to redesign and restore the famous ride into a limited edition line of “Burt Reynolds Signature” cars for sale to the public in 2008.



Premiering Friday, October 19 at 10 p.m. ET on DIY Network, you’ll get a front row seat of the design and build process at YearOne’s facility in Braselton, Georgia hosted by “The Bandit” himself. And that’s just the first episode! The series will follow the complete restoration of the T/A from shell to final assembly over five weeks. Each episode features exclusive in-depth interviews with Burt as to how “The Bandit” became an American auto industry icon. According to Reynolds, "There wasn't anything on the road that looked like it." And how does Burt feel about the car today? "It still looks dangerous," he says. "It still looks like it could eat you for lunch."

And if watching the process isn’t exciting enough, one lucky viewer will be driving off with a brand new Burt Reynolds Signature Trans Am!

Visit <http://my.heavy.com/burtbuildsabandit> for details, where users can upload videos explaining why they should win “The Bandit”. Reynolds himself will help select the most creative video, and the winner gets to drive home in a fully restored Burt Reynolds Edition Trans Am. The winner will be announced during a one-hour recap special of the series on Friday, December 14 which airs at 10 p.m. ET.

Also in October, visit www.diynetwork.com/diy/tv for a sneak peek of the show and click on *Celebrity Rides*: “Burt Builds a Bandit” in the TV Showcase section.

For additional cable channel designations, check local listings or visit www.diynetwork.com/diy/tv.



Celebrity Rides is a new series on DIY network that features Hollywood celebrities designing, building and paying tribute to the automobiles that move them. In each five-part series of *Celebrity Rides*, you’ll see a classic car come to life through a team of world-class builders and the dreams of a superstar. Upcoming episodes feature Tonight Show host Jay Leno and Entourage star Kevin Dillon.

Celebrity Rides is produced by BCII, the award winning production company that produces hundreds of hours of television each year including the hit series *Overhaulin’*, *Rides*, *Payback*, *Hot Rod TV* and *Living With Ed*.