



Steel Dreams is the weekly half-hour television show that launched today's popular motor sports programming with unprecedented border-to-border and coast-to-coast "on-site" coverage of exciting races, speed events and big shows filled with industry superstars, high-profile celebrities, famed designer/builders and all the beautiful, rich and famous people that are always on hand.

"Steel Dreams has a rich history of groundbreaking cutting-edge television," states Ashley Gracile, President of GPI Content Corporation which produces and distributes Steel Dreams.

Ever since its first air-date in Fall 2001 Steel Dreams has been at the forefront of discovering and/or introducing new talent and in providing up-to-the-minute coverage of emerging new trends.

Steel Dreams was the very first to introduce NFL Hall of Famer Michael Strahan, now with FOX Sports and Kelly and Michael to a national TV audience in shows that featured his collection of Aston Martins; Later on it was "Mr. October" Reggie Jackson and his Muscle Car collection, soccer super star David Beckham's Porsche along with the rides of Gene Simmons of KISS and much more.

Steel Dreams continues to lead the way in capturing all the unique and edgy excitement of motor sports in an action-packed half-hour format that appeals to today's broad audience and constantly changing demographics which now includes high family viewership and a growing legion of loyal female fans.

Now in its thirteenth season, Steel Dreams reaches over 94 million homes in 187 major markets every week over 92% of all U.S. markets via 216 affiliates and nine cable networks.

It's also seen in 30 territories around the world.

If it's new, exciting and cutting-edge Steel Dreams will bring it to you. From NASCAR to drifting if it's where engines roar, tires peel-out or drifters slide - Steel Dreams will take you there.

If its beauty you want - gleaming steel or otherwise; Steel Dreams is the place to be.

It's not motor sports on TV its Steel Dreams TV. Real life action.

- 26 x 28:30 min shows
- Closed Captioned
- Barter 3.5/3.5
- 4 weekly satellite feeds

