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THE AUTO INDUSTRY'S NEW, UNCOMPROMISING APPROACH TO VEHICLE DESIGN IS CENTER STAGE DURING MOTORWEEK'S 33RD SEASON

New up-beat pacing, international carriage on VOA, new Over the Edge reporter and a deep dive on coverage of unprecedented fuel efficiency trends are new season highlights

OWINGS MILLS, MD -- Season 33 of [MotorWeek](#), television's original and longest-running automotive series, showcases a season-long theme of uncompromising design that includes both fuel economy and power as priorities. 2014 is the year of total performance: Fast, fuel-efficient vehicles without sacrifice on either end of the spectrum. The new season of *MotorWeek* premieres on public television stations nationwide beginning Saturday, September 7, 2013 and takes a look at what consumers can expect as the new energetic yet efficient models are rolled out.

"2014 is the year of total performance," says John Davis, *MotorWeek* host and senior executive producer. "Consumers are not going to settle for new cars that get the same gas mileage as in the past. Meaningful improvements in fuel efficiency – at least 20 percent better – is what is expected and now manufacturers must deliver that without a loss in performance."

MotorWeek's 33rd season will be defined by vehicles that provide speed, handling, agility, braking, ride, comforts and sophistication along with unparalleled strides in fuel economy. The season premiere launches into the rarefied air of a Bugatti Veyron Grand Sport Vitesse, one of the most powerful yet fuel conscious exotic cars ever built, which will share screen time with the Mitsubishi Outlander crossover that hopes to bring the brand back into prominence in the U.S. In episodes that follow, the *MotorWeek* team will explore the Ferrari F12 Berlinetta, the all-new Mercedes S Class, Chevrolet Corvette Stingray, revamped Toyota Tundra and KIA Cadenza to name a few.

"More aerodynamic designs, lightweight materials such as aircraft grade aluminum along with the predominance of four-cylinder versus V6 engines in family cars, are all contributing to the wave of fuel efficiency without sacrifice on drivability, comfort or safety," says Davis. "The best part: these vehicles run up and down the price scale, from mainstream to the super luxurious."

Of course, *MotorWeek* staples include the return of master technician Pat Goss with DIY car care advice. Yolanda Vazquez delves into consumer news and trends in *FYI* and *MotorNews* while Brian Robinson reviews the newest motorcycles and scooters in *Two Wheelin'*. In his debut season, *MotorWeek* welcomes new *Over the Edge* reporter, Zach Maskel, for a quirky and fun look at the auto world in overdrive.

International audiences will now get to enjoy even more *MotorWeek* with the addition of the series to the Voice of America (VOA) schedule. VOA will run the series for two years through June of 2015. VOA provides a wide range of programming for broadcast on radio, [TV](#) and the Internet outside of the U.S., in 43 languages. VOA produces about 1,500 hours of news and feature programming each week for an estimated global audience of 123 million people. *MotorWeek* has been carried on Armed Forces TV from its first season and on various international outlets throughout its 33 years.

“We are thrilled to be part of VOA’s roster of programming,” says Steven Schupak, Senior Vice President and Chief Content Officer at Maryland Public Television. “Much of what is going on in the U.S. as a leader in the automotive business, is of interest around the world, including our safety and environmental regulations where other countries are confronting similar challenges.” To find out which PBS station in your area airs *MotorWeek*, go to www.motorweek.org [and click on “Find Your Station.”](#) *MotorWeek* can also be seen on pbs.org and Velocity channel. You can also find *MotorWeek* on YouTube, Facebook, Twitter, iTunes and Flickr.

MotorWeek is distributed nationally by PBS, and sponsored by Die Hard, RockAuto, Tire Rack, and 3M.

About PBS

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Tire Rack

Tire Rack, family-owned and headquartered in South Bend, Indiana, is America’s largest independent tire tester and consumer-direct source for tires, wheels and performance accessories. Their team of over 100 test drivers (their sales team) tests tires from every major tire manufacturer on the company’s state-of-the-art, 11.7-acre test facility. The findings are then posted on the company’s website, where consumers can make an educated decision on a tire, wheel or performance accessory purchase.

DieHard

Introduced in 1967, Sears designed the [DieHard automotive battery](#) to produce 35 percent more usable starting power than other similar batteries. Featuring a revolutionary tough, thin-walled case of translucent polypropylene plastic, the design's extra room meant bigger plates, more acid and extra starting power. During [testing](#), not a single failure was reported in over 26,000

starts in temperatures ranging from sub-zero to more than 100 degrees, hence the name "DieHard."

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