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*For Immediate Release*

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### **Roush Provides Vehicle Support for New Hit TV Show *Crash Course***

**Livonia, Michigan** (August 23, 2009) The engineers, craftsmen, and technicians at Livonia, Michigan-based Roush Industries, Inc. (Roush) are best known for applying their skills to the development of technologically advanced prototypes for the world's major automotive manufacturers. But when ABC premiered their new reality TV series, *Crash Course*, the contestants were driving – and crashing – late model vehicles that Roush specially modified to protect the contestants who were testing their driving skills on the show's extreme driving course.

*Crash Course*, which airs on Wednesdays at 9:00 PM on ABC, is a one hour show that pits teams of couples in a race through a high speed obstacle course where they will face everything from twists and turns to falling rocks, flaming ramps, and extreme weather conditions. The show was filmed entirely on location on Detroit's historic Belle Isle, perhaps best known as the site of the Detroit Grand Prix.

The program's production team turned to the experts at Roush to create vehicles equipped to handle the rigorous driving conditions and, most importantly, deliver the drivers safely to the finish line. Working under an extremely short deadline, Roush obtained the vehicles used for the show and modified them at the company's Livonia vehicle build and fabrication shops.

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Under the direction of the *Crash Course* production team, Roush upfitted each one of the cars with a full roll cage, similar to those used in race cars. Additional modifications included installation of custom racing seats, a fuel safety cell, braking upgrades and modifications, and replacement of some glass panels with Lexan which is, again, similar to the windshields used in race cars. Roush then painted each vehicle and supported the application of the unique vehicle wraps each set of cars received. Each driver's helmet was custom painted by Roush to match the color scheme of their car.

Roush also provided on-site automotive technicians to support the vehicle fleet during filming. The Roush team established a home base for vehicle updates and repair, essentially running a full-service automotive body and repair shop out of a thirty foot trailer. The team relied on Roush's expertise in fabrication, mechanical services, paint, procurement and logistics, and program management to keep the fleet running, working dawn to dusk and frequently into the late evening to repair and prep all the vehicle for the next day's shooting.

For more information on Roush and our full array of services, please visit our website at [www.roush.com](http://www.roush.com) . For information on how Roush can support your TV or film requirements for Physical Properties, please contact Steve Ross at [Steven.Ross@roush.com](mailto:Steven.Ross@roush.com) or 248-563-2233.

*Founded in 1976, Roush is a full-service engineering and product development supplier headquartered in the Detroit suburb of Livonia, Michigan, with over 2,500 employees in facilities located throughout North America. Widely recognized for providing engineering, testing, and manufacturing services to the transportation industry, Roush also provides significant support to the life sciences, entertainment, automotive aftermarket, electronics, consumer product, and motorsports industries. More information can be found at their website, [www.roush.com](http://www.roush.com) .*

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