



**MEDIA INFORMATION**  
Contact: Myles Hasegawa – Hot Import Nights  
[myles@hinevents.com](mailto:myles@hinevents.com)  
949-789-7439 ext 217

For Immediate Release  
Thursday, September 11, 2008

## **HOT IMPORT NIGHTS HEADS TO SPEED™ WITH A NEW HIGH-ENERGY SHOW PRODUCED BY AUTOMOTIVE-TV LUMINARIES**

### **BCII to Produce Ten Half-Hour Segments for November Premier**

This fall, SPEED will crank up the volume and take its cameras inside *Hot Import Nights* (HIN,) the nation's largest touring, automotive-lifestyle event, with a program of the same name set to premiere Nov. 4 at 10:30 p.m. ET.

Built around the car-customization scene, and wrapped in an ear-thumping, designer-driven nightclub atmosphere, *Hot Import Nights* brings together the latest trends in cars, music and style in one high-energy, never-ending car party.

The Hot Import Nights Tour features indoor HIN shows and outdoor Nightshift Events, featuring the adrenaline-rush of drifting demos, stunt-bike competitions, Freestyle MotoX and stage performances.

"HIN is a lifestyle, the leader in the youth automotive space for over a decade, and we're excited to bring our brand of entertainment to SPEED," said Brent Diamond, CEO of Hot Import Nights. "We look forward to showing off the sights, sounds and most importantly the personalities that make this engine run!"

The SPEED show will be hosted by the Adrienne Janic, better known as "AJ" in the motor world. The California native and three-year co-host of *Overhaulin'* has multiple television and film credits, including stints on *House* and *Kitchen Confidential*.

Bud Brutsman, BCII's CEO, is the producer of the popular SPEED programs *Living the Low Life* with Vida Guerra, *Hot Rod TV*, *Payback* and *Forza Motorsport Showdown*, will take on the challenge of bringing this unique experience to the television screen with ten 30-minute episodes delivered in 720p High-Definition.

AJ and BCII's production crew spent the summer on tour with HIN to capture a wide sample of custom vehicles from around the country. The final episode will be shot in Las Vegas at a special event scheduled for Nov. 4-7 at SEMA, the world's premier automotive specialty products trade show.

### **About Hot Import Nights (HIN Events)**

HIN Events is a leading producer of touring automotive lifestyle events. Based in Southern California, the company produces Hot Import Nights and Nightshift, the nation's largest and most unique indoor/outdoor car and pop-culture festivals. The 2008

Tour will travel to 21 major domestic markets. The events are attended by about half a million automotive and entertainment enthusiasts each year. For more information, visit [HINevents.com](http://HINevents.com).