

Drive This!

Game Show

DRIVE THIS!

Which Celebrity Can Master the Course?

Synopsis

Drive This! is a brand new entertainment format giving a broad family audience the chance to see celebrities in a very different, adrenaline-fuelled light. In each episode, a new fun vehicle is introduced, from go-karts to city bikes to tractors and every course brings with it a new distinct and beautiful location.

Each celebrity is paired with an expert – a specialist guide who teaches them how to master the different vehicles. But can the celebrities master them all?



Key Selling Points

- Throughout the series, the celebrities will **develop friendships, camaraderie and rivalries**, along with discovering their own **hidden talents** – all **great reality TV**.
- The contestants have to face **several different challenges** in every episode (**physical, psychological, moral**).
- Diversity of filming techniques: **surveillance effect** with aerial cameras along the routes, **hidden cameras** for those **spontaneous moments** and **high speed cameras** in the most spectacular spots over the course.
- *Drive This!* will raise interest for **sponsorship** with companies like Shell, Billabong, John Deere, Volkswagen, BMX, as well as with different equipment producers and retailers.