

THE RIDE LIFE

EPISODES: 6x44'

LOGLINE: Join Sung Kang on a modern-day adventure to explore unique car cultures and the evolving relationship between man and machine.

SYNOPSIS: THE RIDE LIFE is a premium docuseries following celebrity motorhead Sung Kang on a journey to uncover the world's coolest car tribes and tell their compelling stories. It's more than the car itself in RIDE LIFE, it's about the origins of the car's culture, the communities they create and the ways cars can change our lives. Along the way, Sung checks out some of the fastest machines on the planet, goes on epic drives in jaw-dropping locations, gets his hands dirty in restoration projects and even races with his celebrity friends. There will be sexy supercars, stunning locations, cool machine mods, retro renovations, and edge-of-your-seat drives that promise high-octane entertainment.

LOCATIONS: USA, Japan, UK, Finland, South Africa

TALENT: Actor, Producer and car lover Sung Kang is most widely known as Han Lue from the Fast & Furious franchise of blockbuster films but growing up in Georgia USA in the 1980s Sung was entranced by American muscle car culture. A lover of all things American-made and in particular Ford Mustangs, Sung grew up around car lovers and the restoration of classic cars. Sung has one other love outside of the motor city makers of that era and it changed his life... the Datsun 240Z.

REASONS TO BUY/DIFFERENTIATORS:

- Leverages Sung Kang's most famous character- Han from the Fast & Furious franchise
- High octane entertainment for fans of auto and the Hollywood blockbuster
- Explores car cultures all over the world
- Diverse & culturally rich content

KEYWORDS: FACTUAL, REALITY, AUTOMOTIVE, CAR CULTURE, FAST & FURIOUS FRANCHISE