

FOR IMMEDIATE RELEASE

DMAX Germany Commissions Event Series “Devil’s Race” from Redseven Entertainment

MUNICH. AUGUST 28, 2018: RedSeven Entertainment, a Red Arrow Studios company, has been commissioned by DMAX Germany to produce new motorsport event series “Devil’s Race”.

Premiering on September 11, “Devil’s Race” sees ambitious petrol heads compete for the fastest race course lap times, in vehicles that they have converted themselves. But it’s not just potholes and mud pits that make life difficult for the drivers, as obstacles such as swinging wrecking balls and ski jumps ensure that this is the toughest course on German TV.

Jobst Benthues, CEO of RedSeven Entertainment, said, “We’re delighted to be working with DMAX on this big new event series. There is huge interest in motorsport in Germany, and the show’s combination of competitive driving under crazy conditions and the challenge of pimping the perfect car to win, makes for an exhilarating show.”

In “Devil’s Race” 15 teams, each with two drivers, compete for the fastest lap times across five heats. To win, the teams need a fast car, technical ability and skill, but are only given a fixed budget and time to convert their vehicles in preparation for the course. The best teams will go on to the grand finale to determine who is the most devilish racing team in Germany. The prize: a VIP weekend at the 24 Hours of Le Mans.

“Devil’s Race” is presented by German TV star and model Sophia Thomalla, alongside racing driver Johannes Stuck, who is the son of legendary former F1 driver Hans-Joachim Stuck, and with commentary by Ron Ringguth (Eurosport, “Beat the Star”).

The six-episode series premieres on September 11. New episodes air every Tuesday with the grand finale on October 16.

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NOTES FOR EDITORS:

About RedSeven Entertainment

Founded in 2008, RedSeven Entertainment develops and produces innovative content for the German and international TV markets, with a focus on entertainment, comedy, clip shows, docutainment, magazine shows and corporate media.

The company is one of Germany’s most successful and prolific production companies in the entertainment sector, with an impressive slate that includes “Germany’s Next Top Model,” “The Taste,” “Married at First Sight” and “The Biggest Loser.”

In 2018 RedSeven founded a Brand & Digital Studio, to expand its extensive portfolio and work in corporate marketing services.

The company’s ability to produce shows with international appeal is proven by the success of game show formats including “My Man Can,” sold to over 30 countries worldwide.

RedSeven Entertainment is a Red Arrow Studios company.

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