



## Property Overview December 14, 2007

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### PRODUCTION

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**SPEED RACER is a LIVE ACTION film with CGI effects.**

**Release:**

- May 09, 2008 in the U.S., with close to day-and-date releases worldwide

**Genre:** Action Adventure

**Target Audience:** Broad

**Anticipated Rating:** PG (MPAA scheduled to screen in February 2008)

**Production Status:**

- Pre-production commenced in late 2006
- Principal photography began on June 5, 2007 at Berlin's Babelsberg Film Studios; filming wraps on August 29, 2007
- Post-production will be in Chicago and Los Angeles

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### BRAND HISTORY

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**Brand Awareness**

Rooted in television history, SPEED RACER was the first truly successful animated franchise to cross over to the United States. Created by Tatsuo Yoshida and produced by Japan's legendary Tatsunoko Productions in 1967, SPEED RACER began as a 52-episode TV series that was originally titled "*Mach Go Go Go*."

Just six months after the show became a hit in Japan, it was dubbed and ready for domestic broadcast in the US. SPEED RACER later enjoyed a comeback on retro-themed TV in the 1990s, spawning two updated versions of the series that aired collectively into the early 2000s.

Forty years of SPEED RACER repeats and new projects mean that nearly three full generations have grown up with the SPEED RACER brand.

**Domestic Television**

SPEED RACER has been seen domestically in three TV incarnations since the 1960's.

- The original "*Speed Racer*" half-hour series initially aired domestically from September 1967 - March 1968 in hour-long blocks. A phenomenon in domestic after school television, the series aired five days a week throughout the '70s & '80s in reruns. Airings on cable continued through the early 2000s.
- A short-lived version of the show, "*The New Adventures of Speed Racer*," had a 13-episode domestic run in 1993.

### *New content updates in blue*

- A franchise update occurred in 2002 as “*Speed Racer X*” aired for a total of 34 episodes.
- A new animated series, “*Speed Racer: The Next Generation*,” will debut in Fall 2007 on Nicktoons. 26 episodes are being produced.

### International Television

SPEED RACER has built-in awareness in several key international markets via both the original ‘60s TV show and the later two show incarnations.

- JAPAN: The strongest territory internationally is Japan where the series originated. The show (known in Japan as “*Mach Go Go Go*”), as well as its creator, are beloved in the market as pioneers of anime. The original show aired from April 1967 - March 1968, repeating in re-runs sporadically through the ‘70s. The updated “*Speed Racer X*” series aired in Japan beginning in 1997.
- LATIN AMERICA: The property has a strong following in Latin America having been marketed in Spanish as “*Meteoro*.” Most-established markets include Venezuela (last airing in 2004), Mexico (last airing in 2003) and Brazil (last airing in 2003).
- EMEA: The show has also rated well in its most recent airings (ranking #2 in its time period amongst kids 7-15) in the UK, South African and Australian markets as it aired in the ‘90s and early 2000s.

### Comics

SPEED RACER has been celebrated in four different comic incarnations available primarily to the domestic comic audience:

- The 40-issue Speed Racer comic series was published in 1985 by Now Comics, becoming an instant hit and spawning a spin-off Racer X series and other cross-story lines.
- The original Japanese series “*Mach Go Go*” by Tatsuo Yoshida was reprinted by DC Comics as *Speed Racer: The Original Manga* in 2000.
- Wildstorm Comics (now part of DC Comics), released a new, three-issue *Speed Racer* comic series in October 1999. These were later grouped into the graphic novel *Speed Racer: Born to Race* which was released in 2000. As a follow-up, Wildstorm released *Speed Racer Presents: Racer X*, a three-issue comic premiering in October 2000.

### Home Video

Beginning in 2003, the original Speed Racer series was released in five DVD volumes. From the second volume on, each DVD release was accompanied by a unique Speed Racer collectible to cater to this property’s passionate fan base.

- Volume 1: April 22, 2003 (first 11 episodes)
- Volume 2: May 18, 2004 (episodes 12-13)
- Volume 3: May 24, 2005 (episodes 24-36)
- Volume 4: March 14, 2006 (episodes 37-44)
- Volume 5: October 31, 2006 (episodes 45-52)

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## LEGAL & CLEARANCES

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### Live Action Film Rights

- Warner Bros.’ agreement with the original Speed Racer rights holders is for the live action rights to the 52 original television episodes only. Per our option agreement, our rights include live action motion picture, TV and allied rights. (Allied rights include theatrical, motion picture, television - standard, pay TV otherwise, home video, advertising, soundtrack, novelization and merchandising.)
- Warner Bros. does not have direct-to-video or internet rights.
- Warner Bros. does have the non-exclusive but perpetual right to use the theme song “Go Speed Racer Go” in the Warner Bros. film.
- No usage of the classic Speed Racer cartoon or any later animated incarnations of the Speed Racer property is permitted in association with or in support of the Warner Bros. film.

### Inclusion & Usage of Corporate Logos Featured in Film

- The film includes more than 600 authentic corporate marks as part of the film environment, all of which have been cleared for use in the picture and related ad pub materials.

#### Guidelines for Corporate Logo Usage:

- Authentic corporate logos cannot be used in any kind of merchandising or on product without specific approval by the corporation.
- Corporate logos may potentially be used in third-party tie-in advertising directly supporting the film so long as the following qualifications are met:
  - The tie-in is not with a competitor of the logo owner and the logo is relatively small (in the background, etc., i.e., not prominent)
  - If the logo owner does make a claim after the fact, then we should be prepared to alter the materials to remove the logo in the next iteration of the advertising
  - Corporate legal must review each proposed use for approval

*NOTE: If merchandise requires the inclusion of logos for film authenticity, a set selection of faux logos can be provided. Please contact Jill Benscoter for more details (4-3857).*

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## FILM SYNOPSIS

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### Short Synopsis:

The live-action family adventure SPEED RACER follows the young race car driver Speed in his quest for glory on and off the track in his thundering Mach 5. Written and directed by the Wachowski brothers (*The Matrix trilogy, V for Vendetta*), who are also producing the film with Joel Silver and Grant Hill, SPEED RACER is based on the classic series created by anime pioneer Tatsuo Yoshida. The film will feature other characters that fans of the show will remember, including Speed's family and his mysterious arch-rival, Racer X. The new high-octane actioner will combine the kind of revolutionary visual effects and cutting-edge storytelling that have become the benchmarks of the Wachowski brothers' films, bringing SPEED RACER into the 21<sup>st</sup> century. The film stars Emile Hirsch ("Alpha Dog") as Speed, Christina Ricci ("Black Snake Moan") as Trixie and Matthew Fox (TV's "Lost") as Racer X as well as Oscar winner Susan Sarandon ("Dead Man Walking") and John Goodman ("Evan Almighty") as Mom and Pops Racer.

SPEED RACER is a Warner Bros. Pictures presentation, in association with Village Roadshow Pictures, of a Silver Pictures Production.

### Full Synopsis:

From writer/directors/producers Larry and Andy Wachowski, the creators of the groundbreaking "The Matrix" trilogy, and producer Joel Silver comes the live-action, high-octane family adventure SPEED RACER.

Hurting down the track, careening around, over and through the competition, SPEED RACER (Emile Hirsch) is a natural behind the wheel. Born to race cars, Speed is aggressive, instinctive and, most of all, fearless. His only real competition is the memory of the brother he idolized—the legendary Rex Racer—whose death in a race has left behind a legacy that Speed is driven to fulfill.

Speed is loyal to the family racing business, led by his father, Pops Racer (John Goodman), the designer of Speed's thundering Mach 5. When Speed turns down a lucrative and tempting offer from Royalton Industries, he not only infuriates the company's maniacal owner (Roger Allam) but uncovers a terrible secret—some of the biggest races are being fixed by a handful of ruthless moguls who manipulate the top drivers to boost profits. If Speed won't drive for Royalton, Royalton will see to it that the Mach 5 never crosses another finish line.

The only way for Speed to save his family's business and the sport he loves is to beat Royalton at his own game. With the support of his family and his loyal girlfriend, Trixie (Christina Ricci), Speed teams with his one-time rival—the mysterious Racer X (Matthew Fox)—to win the race that had taken his brother's life: the death-defying, cross-country rally known as The Crucible.

Slated for release on May 9, 2008, SPEED RACER marks the Wachowski brothers' first writing/directing collaboration since "The Matrix" movies. Joel Silver, who previously worked with the Wachowskis on "The Matrix" movies and "V For Vendetta," is producing the film under his Silver Pictures banner. Larry and Andy Wachowski and Grant Hill are also producing, with David Lane Seltzer and Bruce Berman serving as executive producers.

The film stars Emile Hirsch ("Alpha Dog") as Speed, Christina Ricci ("Black Snake Moan") as Trixie, Matthew Fox (TV's "Lost") as the mysteriously masked Racer X, and Oscar winner Susan Sarandon ("Dead Man Walking") and John Goodman ("Evan Almighty") as Mom and Pops Racer. Rounding out the main cast are Australian actor Kick Gurry ("Spartan") as Sparky; Paulie Litt (TV's "Hope & Faith") as Spritle; Roger Allam ("The Queen," "V For Vendetta") as Royalton; Hiroyuki Sanada ("The Last Samurai") as Mr Mushi; Richard Roundtree ("Shaft") as Ben Burns; and Asian pop superstar Ji Hoon Jung (popularly known as "Rain") making his major feature film debut as a rival driver named Taejohahn.

Based on the classic series created by anime pioneer Tatsuo Yoshida, the live-action SPEED RACER will showcase the kind of revolutionary visual effects and cutting-edge storytelling that have become the benchmarks of the Wachowski brothers' films.

SPEED RACER is a Warner Bros. Pictures presentation, in association with Village Roadshow Pictures, of a Silver Pictures Production.

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#### FILMMAKING TEAM

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##### Written & Directed By:

- Larry and Andy Wachowski (*V for Vendetta*, the *Matrix* trilogy)
- **Official WGA Credit Language:**  
*Written and Directed by the Wachowski brothers*

##### Producers:

- Joel Silver (*V for Vendetta*, *The Invasion*, *Fred Claus*, *The Brave One*, the *Matrix* trilogy, the *Lethal Weapon* franchise, *Die Hard*, *Predator*)
- Larry and Andy Wachowski (*V for Vendetta*, the *Matrix* trilogy)
- Grant Hill (*V for Vendetta*, *The Matrix Revolutions*, *The Matrix Reloaded*, *The Thin Red Line*, *Titanic*)

##### Executive Producers:

- Bruce Berman (*The Brave One*, *Happy Feet*, the *Matrix* trilogy)
- David Lane Seltzer (TV's *Inherit the Wind*)

##### VFX Supervisors:

- John Gaeta (the *Matrix* trilogy, Best Effects Oscar for *The Matrix*)
- Dan Glass (*V for Vendetta*, *Batman Begins*, *The Matrix Revolutions*, *The Matrix Reloaded*)

##### Production Designer:

- Owen Paterson (*V for Vendetta*, the *Matrix* trilogy)

##### Supervising Art Director:

- Hugh Bateup (*Superman Returns*, *The Matrix Reloaded*, *The Matrix*)

*New content updates in blue*

Costume Designer:

- Kym Barrett (*Rumor Has It, Monster-in-Law, the Matrix* trilogy)

Supervising Stunt Coordinator:

- Chad Stahelski (*Live Free or Die Hard, 300, V for Vendetta, Mr. & Mrs. Smith, the Matrix* trilogy)

Editors:

- Zach Staenberg (the *Matrix* trilogy, Best Editing Oscar for *The Matrix*)
- Roger Barton (*Eragon, Star Wars: Episode III Revenge of the Sith, Ghost Ship*)

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## THE CAST

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*Primary cast, final billing order:*

- Speed: Emile Hirsch (*Alpha Dog, Lords of Dogtown, The Girl Next Door*)
- Trixie: Christina Ricci (*Black Snake Moan, The Opposite of Sex, Monster, The Addams Family*)
- Pops: John Goodman (*Evan Almighty, The Big Lebowski, TV's Roseanne*)
- Mom: Susan Sarandon (*Stepmom, Dead Man Walking, Thelma & Louise*)
- Racer X: Matthew Fox (*Smokin' Aces, We Are Marshall, TV's Lost*)

*Balance of cast in alphabetical order:*

- E.P Arnold Royalton: Roger Allam (*The Queen, V for Vendetta*)
- Cruncher Block: John Benfield (*TV's The Worst Week of My Life, Derailed, Gifted*)
- Gray Ghost: Moritz Bleibtreu (*Munich, La Masseria delle allodole, The Walker*)
- Inspector Detector: Benno Fürmann (*Wilden Hühner und die Liebe Die, Kruistocht in spijkerbroek, Wolfsburg, Freunde*)
- Sparky: Kick Gurry (*Daltry Calhoun, Good Luck Jeffery Brown*)
- Cannonball Taylor: Ralph Herforth (*Lamento, Achterbahn, Aeon Flux*)
- Taejo Togokahn: Ji Hoon Jung (popularly known as Rain, Korean R&B & singer, 2007 People's "Most Beautiful", 2006 Time's "100 Most Influential People Who Shape Our World")
- Horuko Togokahn: Nan Yu (*Tumbling Dice, Diamond Dogs*)
- Spritle: Paulie Litt (*Hope & Faith, Jersey Girl*)
- Snake Oiler: Christian Oliver (*The Good German, TV's Alarm fur Cobra 11 - Die Autobahnpolizei*)
- Rex Racer: Scott Porter (*Friday Night Lights, Music & Lyrics*)
- Ben Burns: Richard Roundtree (*Shaft, TV's Heroes, TV's Desperate Housewives*)
- Mr. Musha: Hiroyuki Sanada (*Rush Hour 3, The Last Samurai, The White Countess*)
- Chim-Chim: Willie (*Evan Almighty*)

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## POSITIONING, KEY STORY POINTS & CHARACTERS

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### Positioning

- **SPEED RACER is a LIVE ACTION film with CGI effects.**
- The SPEED RACER film will feature all the characters from the original animated series but re-envisioned and brought to life in an entirely new way by the Wachowski brothers.
- The Wachowskis are thoroughly committed to creating a family film that has the excitement, heart, story and action-packed racing that will appeal to multiple generations.
- Bringing back the team that helped create the revolutionary visual effects in the *Matrix* trilogy, SPEED RACER will feature groundbreaking visual effects. Aspects of the film's live action world will be built via computer. (For visual reference, see *Matrix* freeway chase.)

### Key Themes

- The film celebrates the notion that passion and teamwork can conquer all; it's a story about the independent, the underdog who stands up for what's right and ultimately emerges victorious.
- The family dynamic is a key focal point of the film - a son's need to stand on his own and parents that need to allow him to mature and make his own decisions based on the values they have instilled in him.

### Story Points

- SPEED RACER is set in the fictional city of Cosmopolis. The city is a bright and colorful metropolis, a sea of skyscrapers set in neon that reflects a world where commercialization saturates the landscape with billboards and advertisements lighting up every building on the horizon.
- The time period is purposely undetermined by the filmmakers. It can be in the past, present or future, it is not intended to reflect any one specific point in time. Clothing worn over the last five decades can appear simultaneously in one scene.
- In this world, car racing is the number one sport. The World Racing League (WRL) is covered by the media in multiple countries, in multiple languages, around the globe. Racing has advanced to the point where it is completely commercialized and sponsored to an overwhelming degree.
- In the world of SPEED RACER, the style of car racing is beyond anything we know today. The cars are highly stylized, each designed to reflect its owner, and built not only for speed but to also perform gravity-defying stunts on the most incredible courses ever imagined. The racing is combative and acrobatic. It's 'car fu' -- gladiator-style, defensive racing. Twenty cars may start a race, but only a handful of drivers will actually finish.
- While car fu is central to the film's action, the intense racing scenes never result in death or injury. Given the technology in the world of Speed Racer, upon impact, drivers are ejected from their cockpits via a "Kwiksave Foam" bubble, and bounce off of the tracks to safety.
- The cars are the true stars of the film, traveling in excess of 400mph. More than 100 car models were created for the film. Aside from two life-size cars built for prop use (the Mach 5 and Racer X cars), all other cars will be created entirely in Visual Effects. Car designs are unique and reflect the personality of their drivers, resulting in an exceptionally colorful array of paint schemes.
- There are four major races in SPEED RACER:
  - Thunderhead Raceway: Speed's local suburban track, filled with incredible banks, twists and turns
  - Fuji Helexicon: A big league track on the WRL circuit, this track is built atop a tropical island
  - Casa Cristo Road Rally: A cross-country race that spans several continents and climate zones
  - Grand Prix: Built into the heart of Cosmopolis, the Grand Prix is the pinnacle of the sport, the finale race that runs across the most fantastical track ever conceived with death-defying drops, cloverleaf formations and amazing loops

### Key Characters

*NOTE: Secondary character names & places subject to change.*

#### Speed

Born and raised in the world of racing, Speed Racer learned to drive before he could walk. Today, he is an up-and-coming driver following in the footsteps of his older brother Rex, who was a champion racer before his tragic death.

### Racer X

A mysterious, masked figure in the racing world, Racer X keeps his identity hidden as he secretly works the circuit trying to expose the corruption in the racing world and clean up the sport.

### Trixie

Speed's girlfriend, Trixie, is cute but tough. A great driver in her own right, Trixie is Speed's dependable partner on the track and off. She often helps call his defensive driving moves as she spots the races from above in her helicopter.

### Pops

A genius mechanic, Pops formerly worked for one of the big racing conglomerates but left to set up his own business, Racer Motors, as an independent. Pops designs and builds all of Speed's cars including the Mach 5 and Mach 6.

### Mom

The matriarch of the Racer family, Mom Racer is warm, loving and optimistic. She is often the voice of reason in the family, trusting her son's judgment and balancing Pops' temperamental spirit.

### Spritle

Speed's younger brother, Spritle is about 10-years-old and idolizes Speed in the same way that Speed idolized Rex when he was that age. He's an encyclopedia of car and racing facts, rattling stats off at lightning speed. Spritle and his pet sidekick Chim-Chim (played by a real chimpanzee in the film) are constantly causing mischief but are fiercely supportive of their hero Speed.

### Sparky

Ace mechanic for Racer Motors and trusted family friend, Sparky is Pops' right-hand man and an advisor to Speed during races.

### Inspector Detector

Inspector Detector is working with Racer X to investigate corruption in the racing world.

### E.P Arnold Royalton

President and Chairman of Royalton Industries, a huge conglomerate of companies that includes Royalton Racecars, operates the most powerful and successful racing team on the circuit. He is used to winning, no matter what it costs or what rules are broken.

### Taejo Togokahn

Taejo is the son of Tetsua Togokahn, owner of Togokahn Motors, and captain of their racing team. Taejo teams up with Racer X and Speed in an effort to save his family's business from a corporate takeover.

### Horuko Togokahn

Taejo's sister, the beautiful and elegant Horuko, is extremely loyal to her family, although she does not always agree with the methods her father and brother use to succeed.

### Mr. Musha

Owner of Musha Motors who is working with Royalton in an attempt to covertly arrange takeover of Togokahn Motors.

### Cruncher Block

Royalton's race fixer, Cruncher puts out contracts to eliminate drivers from competition or strong-arms racers, forcing them to throw races.

Snake Oiler

Captain of the Hydra-Cell team, Snake Oiler is on Cruncher Block's payroll and attempts to eliminate Speed, Taejo and Racer X from the Casa Cristo in an effort to further his own racing career.

Jack "Cannonball" Taylor

Cannonball Taylor is one of the most celebrated and successful drivers on the Royalton Racecars team and one of Speed's rivals.

Gray Ghost

One of the few fair and unaffiliated drivers on the circuit, Gray Ghost sees Speed as a worthy competitor.

Ben Burns

A racing star from long ago, Ben offers Speed wisdom and guidance, teaching him based on the mistakes he made during his glory days on the track.

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FILM ASSET AVAILABILITY

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- Unit Photography & Special Shoots:
  - Due to the unique nature of this film production, Unit Photography will not be useable in its raw form -- each piece of photography will require the application of a Photoshopping process that reflects the finished film's look. (*Exceptions for business to business conversations can be made, please contact either Susannah Scott 4-3928 or Irika Slavin 4-2246*)
  - Filmmakers are working to develop a pool of available photography based on special shoots, selects from which be put through the Photoshopping process for finishing. Delivery of this final imagery is tbd; usage guidelines will accompany assets when available.
- Digital Assets:
  - Certain set pieces are being produced through a CGI process and seamlessly integrated into the film's live action world. (For visual reference, see *Matrix* freeway chase).
  - With the exception of the Mach 5 & Racer X street cars (which exist as life-size, basic prop cars on set), all other cars are created only in the computer and must be output via VFX.
  - Film backgrounds and track scenes will be created in the computer and require output via VFX.
  - Access to the assets above is based on the availability of finished elements.
- Current Asset Availability:
  - In lieu of finished film materials, please keep GBM current on any asset requests so that every consideration can be made to meet your needs.

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FILM PROPS

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- Mach 5 Replica Cars
  - o Two cars were purchased by Consumer Products for domestic use
  - o Ten additional cars are being produced in Australia for various Theatrical publicity and promotional use. Staggered deliveries of the cars to various worldwide locations will take place from January through March.
  - o *Please contact Kristen Brown 4-6346 with any questions*

- Costumes
  - There are virtually no costumes from the picture available for publicity and promotional use.
  - GBM is soliciting divisional orders to produce costumes for these uses.
  - *Please contact Jill Bencoter 4-3857 with any questions*

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## BRAND & CREATIVE GUIDELINES

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### Basic Guidelines

- No usage of the classic *Speed Racer* cartoon or any later animated incarnations of the *Speed Racer* property is permitted in association with or in support of the Warner Bros. film.
- In materials that directly support the film (e.g., third party promotions, Theatrical/DVD advertising):
  - The shape of the movie logo cannot be manipulated to form a design element, (i.e. the logo must always appear stacked).
  - Any character or car must always be photo-real and film-based
- The film features both street cars and race cars, each type of car must always be depicted in its own specific environment:
  - Race cars are to be used within race track environments. Drivers of racing cars should be clothed in racing uniforms with helmets.
  - Street cars are to be used within city/street environments. Drivers of street cars should be clothed in street wear; no helmet is needed when on city or suburban environments.
- All cars must be depicted identically to their design schemes as seen in the film, including the logos placed on top of the paint schemes.
- Primary hero cars (Speed's cars - the Mach 5, Mach 6 - as well as the Racer X street car and race car) cannot feature any kind of corporate branding or sponsorship marks unless prior approval from filmmakers is offered. (*Please discuss opportunities with either Susannah Scott 4-3928 or Irika Slavin 4-2246*)

### No Endorsement

- SPEED RACER film characters should be completely separated from other companies' brand elements. They should not touch a partner's logo or interact with their characters.
- There can be no implication that the consumer can actually become a film character by using the product.
- Word balloons coming out of any character's mouth should be avoided unless prior approval from filmmakers is offered. (*Please discuss opportunities with either Susannah Scott 4-3928 or Irika Slavin 4-2246*)

### Legal & Other Requirements

- The SPEED RACER title treatment does not need a TM
- There are two versions of the property legal line, a short and a long, that should be used on film materials as per space allowed. However, if there are competing trademarks (e.g., other company logos), the long line should always be used, if possible.
  - LONG:           ©200X Warner Bros. Entertainment Inc.
  - SHORT:         ©200X Warner Bros. Ent.

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## THE FILM UNIVERSE

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*The following parameters are offered as a key to understanding the many different cars and uniforms seen throughout the film.*

- Race Cars vs. Street Cars
  - The film's race scenes take place on both tracks and streets. There are four main races in the film.
  - Different car models are used for different types of driving.
    - Race cars are seen in stadium/track races only
    - Street cars are seen in street environments/races only
  - Car types appear in the film per track/environment as follows:
    - Race cars are seen in the Thunderhead Raceway, Fuji Helexicon and Grand Prix.
    - Street cars appear in Cosmopolis and suburban scenes and are also featured in the Casa Cristo Road Rally (as it takes place on highways).
- Car/Uniform Appearance & Branding
  - Mach 5 & 6
    - The Mach 5 is Speed's street car; the Mach 6 is Speed's race car.
    - These cars are always to be seen in their signature red and white design scheme. No alternate colorations of these cars are permitted.
    - Both always feature the signature 'M' logo on the hood and are marked on the side with the number 5 or 6.
    - The Mach 5 & 6 feature NO corporate logos with the exception of Yokohama-branded tires
  - Speed's Uniforms
    - Speed will be wearing a different uniform for each race.
  - Racer X Street Car & Race Car
    - These cars are always to be seen in their signature black and yellow design scheme. No alternate colorations of these cars are permitted.
    - Both always are marked on the side with the number 9.
    - Like the Mach 5 & 6, the Racer X cars feature NO corporate logos with the exception of Yokohama-branded tires
  - Other Cars
    - All other cars feature intricate, individualistic paint schemes and are covered in sponsor logos.

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## MUSIC

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- [Original score by Michael Giacchino, estimated availability Q1 2008](#)
- Considering re-recording of the original "Go, Speed Racer, Go!" theme song

### Music Licensing & Clearance

- The Speed Racer Theme song composition is controlled by a third party and, per Warner Bros. Pictures' film deal, is clear for non-exclusive perpetual and worldwide use in the SPEED RACER motion picture for exploitation in any and all media including, home video devices and the Internet. WB has the right to use the Theme composition in ads, trailers and other film-based promotions of the Picture.

### *New content updates in blue*

- The use of the Theme song composition in any Picture co-promotion (i.e., promotion of the Picture as part of a spot for an unrelated product or service) requires a separate clearance from the third party administrator. WB Music Division will assist in this regard if any promotional or merchandise partner is willing to pay a separate license fee for the use of the Theme composition in a Picture co-promotion.
- The original Theme song recording from the *Speed Racer* television series is NOT clear for use in the Picture and/or Picture ads, trailers and other promotional activity without a separate clearance from the owner of the Theme recording. The original Theme song recording cannot/should not, in any way, be used in conjunction with the Picture or related merchandising and/or co-promotional activity.
  - Note: the original Theme song recording was licensed for teaser trailer use ONLY. Any other use will require a separate master recording license.
- Michael Giacchino's original score will be clear for use in all *Speed Racer* advertisements, trailers and promotions INCLUDING *Speed Racer* Theatrical and DVD co-promotions (i.e., film promotional partners that include the promotion of the *Speed Racer* motion picture with film elements together with a spot for an unrelated product or service).
- The use of new Giacchino compositions and recordings in conjunction with or in support of film and DVD-related product (e.g., toys/novelties, videogame, etc.), is not clear. This is considered a merchandising use and would be subject to a merchandise royalty fee. Again, WBPI Music can assist in the negotiation of this fee as needed.

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## THEATRICAL CREATIVE ADVERTISING

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### Media Activities

- Teaser trailer debuted in-theater with *The Golden Compass* (12/6/07). Will also be placed on *Alvin and the Chipmunks* (12/14/07) and *National Treasure 2* (12/21/07).
- Teaser one-sheet 2-D version and special 3-D version (printed in limited quantities) will debut on 12/14/07.
- Final trailer & one-sheet planned for March 2008

### In-Theater

- Concession program planned, details TBD
- National CineMedia in-theater content piece planned

### Other

- Film logo currently available
- Emile Hirsch/Mach 5 photo shoot done in July
- Special shoot (inclusive of Racer Family plus key supporting cast) completed the week of August 6

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## THEATRICAL PUBLICITY

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### Press Releases

- Film announcement release (10/24/06)
- Release date shift announcement (3/9/07)
- Emile Hirsch casting announcement (3/23/07)
- Christina Ricci casting announcement (4/12/07)

*New content updates in blue*

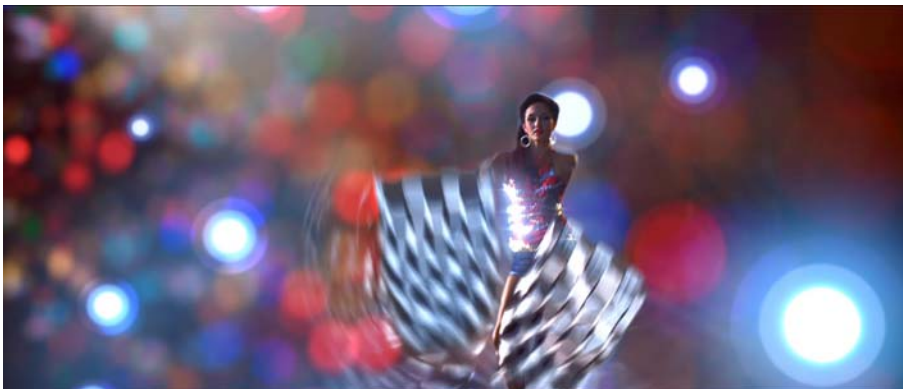
**Events**

- Start of Production Press Conference in Berlin (5/31/07)
- Junket tentatively schedule for April 25 - 27

**Key Press Breaks**

- USA Today Mach 5 reveal (5/31/07)
- Teaser trailer debuted on *Entertainment Tonight* (12/6/07). Interviews with Emile Hirsch, Matthew Fox and Christina Ricci aired 12/3/07 - 12/5/07 to tease the trailer debut.
- USA Today feature and trailer image reveal (12/6/07) *Note: artwork below*
- Teaser trailer debuted on *Entertainment Tonight* (12/6/07)
- Teaser poster reveal on *Entertainment Tonight* (12/11/07)

USA Today Images (*note: all images available on MARS*)





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THEATRICAL INTERACTIVE MARKETING

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[www.speedracethemovie.com](http://www.speedracethemovie.com) went live on 6/5/07

Key Online Breaks

- Teaser trailer debuted on AOL Moviefone with promotion on AIM and KOL (12/7/07)
  - o Following debut, teaser trailer was satellited worldwide and International serviced streaming links and digitally encoded files to the territories (12/7/07)

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GLOBAL PROMOTIONS

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CONFIRMED PARTNERS

- **Yokohama Rubber Company**  
Official tire on Mach 5, Mach 6 and Racer X's street and race cars  
Regions: Japan, EMEA (Austria, Denmark, Finland, France, Germany, Italy, Lebanon, Oman, Qatar, Russia, Sweden, Switzerland, Turkey, UAE, UK), S.E. Asia (China, Hong Kong, India, Indonesia, Korea, Malaysia, Singapore, Taiwan), LATAM (Argentina, Brazil, Colombia, Mexico, Panama, Peru, Uruguay), Australia, and U.S. TBD - Spain, Portugal, Israel, Jordan, South Africa  
Timing: TBD  
Support: TV, Print, Outdoor, Online, In-Store, In-Cinema  
Note: Yokohama logos are featured on the tires of the Mach 5, Mach 6, Racer X street car and Racer X race car. The Yokohama logo is required to be shown on Theatrical materials that would organically feature this mark (e.g., they can't be purposefully removed). The Yokohama logo is not required to be shown on divisional support materials (e.g., toy cars) but, with permission, can potentially be included in situations where an exact replicas of the film car is required.
- **General Mills/Cereal Partners Worldwide (CPW)**  
A multi-brand, fully integrated packaged food promotion with film exposure flagged on pack. Five car premiums will be included in the Big G brands cereal boxes.  
Regions: U.S., Latin America (Mexico, Brazil, Bolivia, Chile, Columbia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Paraguay, Peru, Venezuela)  
Timing: Domestic Theatrical: March 15 - June 1, 2008  
International: TBD  
Support: TV, FSI, Radio, On-pack, In-Store Activation, Online  
Premiums: Mach 5, Racer X street car, Snake Oiler street car, Three Roses race car, Taejo race car
- **PUMA**  
Puma is the third largest sportswear manufacturer in the world. They will support the film release with two custom, limited edition SPEED RACER shoes: one for sale in Puma stores, the other in Foot Locker stores for a combined exposure in over 4,300 locations in participating markets.  
Regions: Europe (UK, France, Germany, Italy), Japan, China, U.S.  
Timing: Exact dates by market are TBD  
Support: Print, POS, Online, Events, In-store Trailer Displays

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DOMESTIC THEATRICAL PROMOTIONS

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CONFIRMED PARTNERS

- McDonald's  
SPEED RACER themed Happy Meal program featuring a minimum of 16 themed premiums (8 boys targeted toys, 8 girls targeted toys)  
Timing: Domestic Theatrical: May 2008 (TBC)  
Support: TV, In-store POS, Premiums, Online
- Topps  
A multi candy brand, SPEED RACER themed in-store POS program with a sweepstakes overlay  
Timing: March 1 - June 30  
Support: TV, In-store POS, Online, grass roots
- Esurance.com  
Online auto insurance company will support SPEED RACER via media outlets with a sweepstakes overlay.  
Timing: April 2 - May 13, 2008  
Support: TV, local and satellite radio, online, baseball event sponsorship

IN DISCUSSION:

Autotrader.com, Jiffy Lube

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INTERNATIONAL THEATRICAL PROMOTIONS

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CONFIRMED PARTNERS

- Autobacs  
In-store promotion supporting the film. Autobacs is Japan's biggest auto parts and accessory chain with more than 500 locations.  
Regions: Japan  
Timing: May - September 2008 (Theatrical) and TBD (Home Video)  
Support: TV, Print, Direct Mail, POS, Events
- Bimbo  
Bimbo is a key player in the packaged good category in Mexico with a large variety of food products that appeal to a broad demographic of consumers. Their Lonchibon (ready-to-eat pizza, hamburgers, etc.), Bimbo (bread), and Marinela (pastries & cookies) brands will support the film with major POS, on-pack, premiums, and more.  
Regions: LATAM (Mexico)  
Timing: May 1 - 31, 2008  
Support: TV, Print, Radio, POS, Online, Premiums
- Bocadoitos Nacionales  
Bocadoitos Nacionales is packaged goods player in Peru with an all family target demographic. They would like to promote the film release with exposure in over 15,000 retail locations.  
Regions: LATAM (Peru)  
Timing: May 1 - June 30, 2008  
Support: TV, POS, Onpack, Premiums

— **Colombina**

Colombina is a leading company in confection and ice cream/frozen novelty in Colombia. They have run other successful consumer promotions with Spiderman, The Simpsons and more. They will support the film release with an in-pack set of film stickers and in-store support at major grocery, convenience stores, and other high traffic retailers.

Regions: LATAM (Colombia, Ecuador, Panama, Venezuela)

Timing: April 15 - June 30, 2008

Support: TV, Print, POS, On-pack, Premiums

— **Fravega**

Fravega is the leading home appliances retailer, with nationwide presence. They have a broad consumer demographic which makes them a good fit for the target audience for SPEED RACER. They will conduct a film themed gift with purchase with well over 5MM impressions.

Regions: LATAM (Argentina)

Timing: May 1 - 31, 2008

Support: TV, Print, Radio, POS, Online, Premiums

— **KFC**

KFC is part of Yum! Brands, the world's largest QSR company with 33,000 restaurants worldwide in more than 100 countries. The KFC brand operates in 74 countries with approximately 7,500 locations. They will support SPEED RACER with both kid- and adult-targeted programs.

Regions: EMEA: (Bahrain, Bulgaria, Jordan, Kuwait, Oman, Qatar, Romania, UAE), LATAM: (Antigua, Aruba, Bahamas, Barbados, Bermuda, Chile, Colombia, Costa Rica, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Grand Cayman, Guadeloupe, Guyana, Honduras, Jamaica, Martinique, Mexico, Panama, Peru, St. Maarten, St. Kitts, St. Vincent, Suriname, Trinidad/Tobago), SE ASIA: (Malaysia, Philippines)

Timing: TBD

Support: TV, Print, Radio, Outdoor, POS, Online, Premiums

— **McDonald's**

Extension of domestic SPEED RACER themed Happy Meal program featuring car premiums

Regions: Korea, Puerto Rico, **Thailand**

Timing: TBD but will include POS and premiums

Support: TBD

— **Petrobras**

Petrobras is the major gasoline player in Latin America and is the main fuel source for Brazilians. Their key focus is the development of alternative fuels such as biofuels, flexgases, and hydrogen fuel cells. They will support the film with major promotional activity at the pump as well as in their convenience stores and are exploring major racing events, publicity activity, film based premiums and more. They will have presence in the film and will leverage their placement to expand promotional opportunities. Details are still being worked out. Program includes a \$1MM placement fee.

Regions: Argentina, Brazil, Bolivia, Chile, Colombia, Ecuador, Paraguay and Peru

Timing: TBD

Support: TV, Premiums, POS, and more

— **Red Rooster**

Red Rooster is one of the largest fast food players in Australia with over 360 locations and known for its healthy style kids meals. They will promote the film release with in-store, premiums, and more.

Regions: Australia

Timing: Exact dates TBD

Support: TV, POS, Premiums

## *New content updates in blue*

- San Carlo Unichips  
Unichips is the leader in salty snack/chips in Italy with a broad target demographic. They will support the film release with an on-pack program on their line of products aimed at Kids and Tweens and are also exploring a Teen/Adult targeted program tied with the video game release of the film.

Regions: Europe (Italy)  
Timing: April 1 - June 30, 2008  
Support: POS, On-pack, Online, Premiums

- Sonrics  
Sonrics is the confection division of Pepsico, one of the largest beverage and packaged goods brands in the world. Their line of candies include chewing gum and a variety of lollipops. Along with licensed product, Sonrics will be promoting the film through their popular line of candies and will be offering a toy car premium with purchase or specially marked product. Additional Pepsico brands may come on board and details to follow.

Regions: LATAM (Mexico)  
Timing: April 30 - July 15, 2008  
Support: TV, Print, Radio, POS, On-pack, Premiums

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### WARNER BROS. CONSUMER PRODUCTS

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*Note: Warner Bros. does NOT have the rights to merchandise the Speed Racer animated series. All product will be based on the live-action film.*

#### Style Guide

Consumer Products has created a style guide for SPEED RACER which is inspired by the visual style of the live action film. *NOTE: This style guide is NOT approved for any 3<sup>d</sup> party promotions. Theatrical will service a separate style guide for 3<sup>d</sup> party promos that may contain a subset of WBCP guide for premium reference only. Delivery date is TBD based on asset availability.*

- Primary Target - Boys 4-12
- Secondary - Teens and Adults

#### Product Overview

- Mattel is the master toy licensee; product **ships** in March 2008
- Other **industry-leading** partners include:
  - Lego - **Construction toys and playsets**
  - Hallmark - **Greeting cards, party supplies and ornament**
  - Thermos - **Lunchkits**
  - Noble Collection - **Collectibles and prop replicas**
  - Rubies Costumes - **Halloween costumes and accessories**
  - Soul Industry International - **High-end apparel**
- **Over 100 licensees worldwide with full product lines across multiple categories**

#### Publishing

- Multiformat publishing program is planned.
- Penguin Young Readers is the master publishing licensee; product to hit shelves in April 2008. Junior Novelization **and a novelty Racing Guide** are confirmed. Other formats including sticker album, **paperback, board books** and novelty books are under consideration. Penguin is interested in promotional opportunities. Currently cross promoting with Glu (mobile) and Interactive.
- Rizzoli is publishing a script book.

### Retail Business Development

- Target will execute in-store promotion in partnership with WBCP, WBIE and Mattel to coincide with theatrical release. Promotion will be supported with various in-store collateral and online support, details TBD.

### Consumer Products Legal Line

LONG: SPEED RACER MOVIE: © Warner Bros. Entertainment Inc. SPEED RACER: ™ SPEED RACER Enterprises (s0X)  
SHORT: © WBEI. ™ SRE.

*(Note: X represents the year in which the item is produced -- e.g., S07 for 2007, S08 for 2008)*

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## WARNER BROS. INTERACTIVE ENTERTAINMENT

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Videogame Publishers: Warner Bros. Interactive Entertainment

Platforms: Nintendo Wii, Nintendo DS (PS2 to be released with DVD in September)

Timing: Wii and DS will be released day and date with theatrical release

Anticipated Rating: 'E' (for Everyone)

### Game Overview (Wii and DS)

- The player will take on the role of Speed Racer, Racer X or a variety of other characters from the film and compete in the World Racing League. While inside the race car, the player can drive at amazing speeds, perform tricks and stunts through incredible, twisting stadium tracks, and fight against rival racers through the use of “car fu.”

### Publicity

- Videogame press announcement (8/07/07)
- B-roll and EPK interviews from the game’s voice over sessions have been completed for Emile Hirsch, Matthew Fox and Christina Ricci

### Marketing Overview

- Marketing plan is currently in development with an anticipated completion before end of the year.
- [Teaser trailer in development, to be completed this month.](#)

### Cross-Divisional Initiatives

#### WBCP:

- Working in conjunction with WBCP RBD on a store-wide Target marketing program, supporting an integrated Speed Racer product launch with substantial awareness across the store in the theatrical release window. [Game cheat codes delivered for jump drive attached to the Speed Racer branded gift card.](#)
- Cross-sell ads to be included in book licensee’s (Penguin) products and the game.

### Exhibitor Relations:

- [In discussions for inclusion in in-theater concession program.](#)

### International Promotions:

- Petrobras car is included in the game. In exchange, game will be tagged on theatrical promotional materials in Brazil. Call being scheduled with promotions, Petrobras and WBIE to discuss partnership opportunities.

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DIGITAL DISTRIBUTION

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VOD/EST Release: Q4 2008

Wireless

- Property licensed to Glu Mobile
- Presented SPEED RACER to wireless carriers and handset manufacturers at CTIA (10/22/07)
- Product offerings to include:
  - Mobile game
  - A full suite of ringtones, wallpapers and screensavers
  - Co-marketing opportunities with short codes and giveaways

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WARNER HOME VIDEO

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DVD Release: US/Canada: 11/18/08; international timing TBD

Mock Documentary

- Mock documentary on the Racer family history is [being produced for initial broadcast release; it will subsequently be released as a stand-alone DVD \(most likely offered as an exclusive to Target\)](#). Footage of talent (in character) was shot concurrently with the film -- the piece will be edited to look and feel like a documentary, not behind the scenes footage.

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TELEVISION

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- The 1997 version of the *Speed Racer* animated series (Japanese-produced, English-language) is slated to air on Nickelodeon in their new “high velocity” Sunday programming block called SLAM. Premiere is set for August 25 at 4-5pm ET.
- New animated series, “*Speed Racer The Next Generation*,” will debut in Spring 2008 on Nicktoons. 26 episodes are being produced.

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*New content updates in blue*

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