



## Team Hot Wheels™ Sets New World Record With 332 ft. Distance Jump at Centennial Indianapolis 500

*Mystery Yellow Driver Revealed as Tanner Foust, Three-Time X Games Gold Medalist, Takes New Four-Wheeled Vehicle Distance Jump Record, Exclusive Content on Facebook*

INDIANAPOLIS--(BUSINESS WIRE)-- Today as part of "IZOD Presents Hot Wheels Fearless at the 500™," Team Hot Wheels Yellow Driver Tanner Foust successfully landed a ramp-to-ramp distance jump of 332 feet. Foust, a three-time X Games gold medalist and professional stunt driver smashed the previous world record by an impressive 31 feet at the 100<sup>th</sup> anniversary of the Indianapolis 500.



"Fans witnessed not only a record-breaking jump today, but also an incredible childhood fantasy come to life which engaged multiple generations," said Simon Waldron, vice president of marketing for Hot Wheels®. "Hot Wheels has a deep and rich history in racing that spans over 40 years and there was no better global stage than the Indy 500 to create this once-in-a-lifetime experience."

Spectators at the Indy 500 watched anxiously today as a masked mystery driver sped down a 90 ft. ramp, suspended on an enormous 10-story high door (100 feet tall) and flew across the infield of the Indianapolis Motor Speedway. Moments after the jump occurred, Foust was revealed as the mystery Team Hot Wheels™ Yellow Driver. The "IZOD Presents Hot Wheels Fearless at the 500™" jump brought to life the iconic Hot Wheels V-Drop® track set boys have played with on their bedroom doors for years. The stunt will be nationally televised today at 3:30 PM EDT in a 30-minute ABC Special highlighting various Team Hot Wheels™ stunts, including the new world record distance jump. Additional behind-the-scenes footage and interviews with Tanner Foust will be available on [Facebook](#) after the ABC Special. Complete footage of the jump will be available on

Tanner Foust of Team Hot Wheels sets a new world record with a 332 ft. distance jump at the IZOD Presents Hot Wheels Fearless at the Indy 500 on Sunday, May 29, 2011, in Indianapolis. (Ross Dettman/AP Images for Mattel)

[www.youtube.com/hotwheels](http://www.youtube.com/hotwheels) at 4:00 PM EDT.

"As a kid playing with Hot Wheels I could only dream of experiencing something as outrageous as a life-sized V-Drop track set, and today it became reality," said Tanner Foust, Team Hot Wheels Yellow Driver. "There's a lot that goes into being on Team Hot Wheels and the training and testing leading up to the jump gave me the confidence needed to push the mechanical and mental limits of the challenge and land the world-record title."

Foust is a professional stunt driver with a record number of top finishes and thrilling behind-the-wheel moments captured on-screen. In addition to being a three-time X Games gold medalist and two-time Formula Drift champion, Foust is also an on-air host for Top Gear USA on HISTORY. He recently became the first American ever to win a round of the FIA European Rallycross championship in his Rockstar Energy Drink Ford Fiesta. His professional stunt driving credits include *Fast and Furious: Tokyo Drift*, *Dukes of Hazzard*, *Bourne Ultimatum*, *Iron Man 2*, and the remake of *Red Dawn*.

**PLEASE VISIT [WWW.HOTWHEELSMEDIA.COM](http://WWW.HOTWHEELSMEDIA.COM) FOR ADDITIONAL PRESS INFORMATION, HIGH RESOLUTION IMAGES OR BROADCAST-QUALITY, DOWNLOADABLE B-ROLL.**

### About the Hot Wheels® Brand

Since 1968, Hot Wheels® has been passionate about creating thrilling vehicle experiences through innovative product and content. With a fan base of more than 41 million people, Hot Wheels® is the No. 1 vehicle property in the United States producing the coolest cars imaginable. The Hot Wheels® brand began as a line of 16 1:64-scale die-cast vehicles; today, it has evolved into a true, global lifestyle brand for boys of all ages with segments that range from aftermarket parts to licensed apparel to branded digital content from Team Hot Wheels™, a real-life race crew of professional drivers performing over-the-top stunts. For consumers to learn more, visit [www.HotWheels.com](http://www.HotWheels.com) and [www.Facebook.com/HotWheels](http://www.Facebook.com/HotWheels).

### About Mattel

Mattel, Inc. (NASDAQ:MAT - News) ([www.mattel.com](http://www.mattel.com)) is the worldwide leader in the design, manufacture and marketing of toys and family products. The Mattel family is comprised of such best-selling brands as Barbie®, the most popular fashion doll ever introduced, Hot Wheels®, Matchbox®, American Girl®, Radica® and Tyco® R/C, as well as Fisher-Price® brands, including Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. In 2011, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the fourth year in a row, and also is ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 30,000 people in 43 countries and territories and sells products in more than 150 nations. At Mattel, we are "Creating the Future of Play."

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6741520&lang=en>

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