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***MotorWeek’s Season 38 captures cultural shifts, car reviews and unconventional views on traditional car ownership***

**OWINGS MILLS, MD –** [*MotorWeek*,](http://www.motorweek.org/) television’s original and longest-running automotive magazine series, pulls into season 38 with an eye on cultural and lifestyle shifts and their impact on the automotive industry. Host John Davis and the *MotorWeek* team invite viewers on the ride to experience all that’s new for the 2019 model year, when driver convenience means more than a custom ride and “sharing” extends beyond the road. *MotorWeek* premieres on public television stations across the country beginning Saturday, September 8 (check local PBS listings).

Independence and freedom have always been the cornerstones of car ownership. *MotorWeek* tracks how unconventional modes and methods of moving people, such as peer-to-peer ride-sharing and rent-by-the-minute electric scooters, are starting to fill those needs but with less owner responsibility. “American car culture has moved far beyond personalizing options on the car itself,” says *MotorWeek* host John Davis. “It’s about personalizing how people get where they want, and need, to be.”

Davis says that dynamic changes are not limited to the car industry – these cultural shifts are affecting lifestyle, budget, environmental footprint and routine. Vehicle usage has become as diverse and personalized as that of our mobile devices. Empowered consumers continue to dictate vehicle assets like reliability, safety, environmental impact, economy and luxury by their purchase preferences, but they are also changing how those vehicles play into their personal lifestyle choices.

“Car ownership isn’t going away,” says Davis. “The paradigm for ‘why’ some people are buying personal cars may be shifting, however. Millennials make up the fastest growing segment among vehicle buyers and likely will represent about 40 percent of the U.S. new-vehicle market by 2020\*. They are buying at a higher rate than baby boomers and investing more in their vehicle purchase.”

“The vehicle focus has traditionally been on driver needs, but with ride-sharing, autonomous and self-driving cars, and services like Uber and Lyft, the backseat has never been more important,” says Davis.

Automotive manufacturers are recognizing these trends and offering new subscription vs. traditional lease options that cater to the driver who might want to switch out an SUV for a convertible or sedan, based on their driving needs at the time.

With some 17 million new cars purchased last year, car buying clearly remains a priority with consumers. *MotorWeek*’s reviews and road tests of more than 150 new cars, trucks, and sport utilities each season are a staple of the show, offering viewers a vicarious experience from behind the driver’s seat as well as from behind the wheel. At the start of season 38, *MotorWeek* will hit the ignition on a broad variety of all-new models including the Jaguar E-Pace, Honda Insight, Chevrolet Silverado, Porsche Boxster GTS, Hyundai Kona, Acura RDX, and the Ferrari 812 Superfast.

Season 38 of *MotorWeek* will also cover the rapid mainstream growth of electrified vehicles, and how to maintain them. *MotorWeek’s* feature line-up includes the return of popular segments such as Goss’ Garage with master technician Pat Goss offering know-it-yourself car care advice. “Over the Edge” reporter Zach Maskell turns up the fun with a look at the auto world in overdrive, while “FYI” reporter Stephanie Hart has consumer focused updates on driving style and automotive safety, money-saving advice, as well as the latest technological advances. *MotorWeek’s* Brian Robinson takes a very hands-on approach for his “Two Wheelin’” reports with reviews of the newest motorcycles and Yolanda Vazquez keeps viewers in the know with consumer news and trends on “Motor News.”

*MotorWeek* airs on 90 percent of PBS stations nationwide. Viewers can find out which public television stations air *MotorWeek* by going to the station listings page on [*motorweek.org*](http://www.motorweek.org/about/station_listings).

Winner of dozens of prestigious automotive journalism awards, *MotorWeek* is also seen on Discovery’s Velocity cable channel, and on the V-me Spanish-language network.

In addition, *MotorWeek* is available for every type of video screen and mobile device with up-to-the-minute automotive news, instantaneous driving impressions, and exclusive videos online at [*motorweek.org*](http://www.motorweek.org). In addition, more than 500 of the latest *MotorWeek* roadtests are available through series partner [*cars.com*](http://www.cars.com).

Program excerpts are available at [pbs.org/*motorweek*](http://pbs.org/motorweek)*,* and *MotorWeek’s* YouTube Channel, [*youtube.com/motorweek*](https://www.youtube.com/user/Motorweek)*,* with two million views per month. Viewers can also follow *MotorWeek* on [Facebook](https://www.facebook.com/MotorWeekTV/), [Twitter](https://twitter.com/MotorWeek) as well as download complete shows on iTunes.

*MotorWeek* is nationally sponsored by TireRack.com, WeatherTech, HUM by Verizon, RockAuto.com and State Farm. *MotorWeek* is produced and distributed by Maryland Public Television.

\*Root & Associates

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