

A vibrant promotional image for Hot Wheels. In the foreground, a dark blue and purple Hot Wheels car with a white flame logo on the hood and a driver figure is shown in motion, leaving a bright yellow and orange energy trail. The car is on a checkered starting line. In the background, a winding orange track curves through a stylized, colorful cityscape. Several other Hot Wheels cars are racing along the track. The text 'Hot Wheels' is written in its signature flame font, followed by 'LET'S RACE' in a bold, blue, stylized font with a lightning bolt effect. A red 'N' logo is visible in the bottom right corner.

Hot Wheels

LET'S RACE

N

RELEASE DATE

March 4, 2024

CREDITS

A Netflix Series

A Mattel Television
Studios ProductionDeveloped For
Television by Rob
David, Jordan
Gershowitz, Melanie
ShannonExecutive Produced
by Rob David,
Christopher Keenan,
Frederic SoulieOriginal Score by
Patrick Stump*HOT WHEELS LET'S
RACE™* Main Title
Theme Song Written
and Performed by
Patrick Stump**NETFLIX****ABOUT HOT WHEELS LET'S RACE:**

Inspired by Mattel's Hot Wheels, the number-one selling toy in the world, *Hot Wheels Let's Race* is an action-packed series for kids that follows the newest generation of racers – Coop, Spark, Mac, Brights, Axle, and Sidecar – as they attend a racing camp that always puts the pedal to the metal. Through mind-blowing races, extreme stunt contests, and thrill-seeking challenges, *Hot Wheels Let's Race* is a ride that kids and the whole family can enjoy.

The series is set in Hot Wheels City, a car utopia wrapped in ribbons of gleaming orange track skyways, where the only speeding ticket you might get is for going too slow. At the center of Hot Wheels City sits the Ultimate Garage, a fun-filled fantasy facility where everything that makes Hot Wheels City great is created.

The Ultimate Garage's Racing Camp is where our kids will learn the skills needed to become Hot Wheels Racers and unlock their cars' extraordinary abilities. Want to speed around the city's tracks to try and break your personal record? You can do that! Want to launch yourself through a robotic cobra's mouth with four G's of force while your face flaps as you hurtle through time and space?! Get in line!

For aspiring Hot Wheels Racer Coop and his fellow Racing Camp competitors, Hot Wheels City's orange expressways represent endless possibilities, the chance to learn about things like courage, grit, competition, and the challenger spirit. It's time for them to rev their engines and go big – bigger than anyone's gone before.



FAST FACTS



After celebrating its 55th birthday in 2023, the Hot Wheels brand remains more relevant today than ever before. Hot Wheels can be found in over 150 countries, and the average U.S. kid owns 50 Hot Wheels vehicles – the company has produced more than eight billion total cars since 1968. *Hot Wheels Let's Race* marks the most recent collaboration between Netflix and legendary toy maker Mattel, continuing on the success of the 2021 animated series *He-Man and the Masters of the Universe*.

The *Hot Wheels Let's Race* theme song is performed by Patrick Stump, musician, singer-songwriter, and lead vocalist for Fall Out Boy, who composed, recorded, and produced the theme in addition to leading the composition of the score, underscore, and music cues for all episodes.



A CONVERSATION WITH *HOT WHEELS LET'S RACE* EXECUTIVE PRODUCER ROB DAVID

NETFLIX: Mattel Television Studios and Netflix have previously partnered to expand the storytelling world of classic toys like He-Man and Barbie. What made Hot Wheels the right choice to be the next series in this collaboration?

ROB DAVID, EXECUTIVE PRODUCER: I grew up loving Hot Wheels tremendously. I remember playing on the floor with those die-cast cars, my mom and dad stepping on the orange tracks that were cluttering the living room. And I think for kids, in the beginning, it's a gateway – not just into great toys, but into the world around them. They see their parents driving cars. They see a large, complicated, potentially overwhelming world. Hot Wheels allows kids to imagine driving real-life vehicles, and really push themselves to go faster than they've ever gone before. It certainly did for me, sparking my imagination and leading me into a career of writing and producing for television. Mattel recruited me to help craft stories and TV series for the very toys that helped me grow up, so being able to create and executive produce *Hot Wheels Let's Race* is a total dream. I wanted to craft stories for kids today to jump into the Hot Wheels world, and have it mean something to them, just like it did for me, but





now as a TV series – deeper, more immersive, and more exciting than ever before.

NETFLIX: What were the challenges in crafting stories for toys that don't inherently have a narrative, where the point has always been

to create your own stories around them?

DAVID: It was a joy creating and developing the pitch for this series with Melanie Shannon. We knew the danger was that if we applied a narrative that was too specific, we'd lose that bigger picture. That's why the first thing we

did was grab onto the Hot Wheels theme of the "challenger spirit." It's about learning from your mistakes to push past all limitations. That's what kids are doing on the floor with their Hot Wheels cars – they're picking the right car, they're putting it through the orange track, they're saying, "Uh-oh, it crashed. Well, what can I do differently?" They're learning what it takes to make the winning move. And we thought that should be the foundation of our story.

NETFLIX: In fact, you've chosen to tell this story from the point of view of kids learning how to channel the power of Hot Wheels cars for themselves.

DAVID: We wanted to create the framework of a Hot Wheels school, a camp where the next generation of kids is learning what it means to be a Hot Wheels racer. The thrill of this show is that we set it at the Ultimate Garage, at the center of Hot Wheels City. It's the funhouse factory that stores every single Hot Wheels car ever built, and it's the beating heart – or the revving engine, so to speak – of this whole universe. For our characters, it's like they're going to summer camp at Willy Wonka's Chocolate Factory, but instead of chocolate, it's cars. Very early on in the creation of the show, I knew I didn't want to fall on the old trope of having one vehicle be associated with each kid. Instead, we want it to feel like that kid who went around with a whole bucket of Hot Wheels cars, and could

pick the right car for every race. One of the biggest moments in each show is what we call the Gear Up Sequence, where the kids identify the challenge they're facing, and they scream out, "Challenge accepted!" That's when each of them chooses which car they want to drive for the challenge ahead. And the thing is, sometimes the winning car is a toilet car. Sometimes it's a taco. We have an episode early on where one of our characters makes a hero move while driving a toaster. And of course, you can always count on a faster-than-lightning Hot Wheels car like the Rocketfire to blast you to the head of the race.

NETFLIX: Although this series is definitely action-packed, it isn't just about racing – there are some lessons in here about friendship, teamwork, and determination, too.

DAVID: We were trying to provide stories that had real character stakes. We wanted the characters to go up against challenges – sometimes external, sometimes internal, things that kids can relate to – and then play that out on the orange tracks. They're not just learning the tricks of the road, like drifting or boosting, but also things like being there for your friend and not being afraid to make a mistake. When our characters learn something, it all comes together in what we call the "Go, Hot Wheels" Moment, which is the climax of every episode. The light bulb goes off for that kid, and they call out the power they want to use in their car. They



may or may not win the race, but regardless, they've won something as a character. This really is, in some ways, a coming-of-age story told on orange tracks. It was a thrill developing our character's arcs and plotting out our seasonal and series arcs as well with

Jordan Gershowitz, our story editor. We even gave the kid racers a fun villain to contend with from time to time: Professor Rearview, a mad zoologist who hates cars and creates all kinds of giant creatures to take down the Ultimate Garage and Hot Wheels City. To stop

Rearview, the kids will need to put aside their competition, and learn how to work as a team. Big stakes. Lots to learn. Go Hot Wheels!

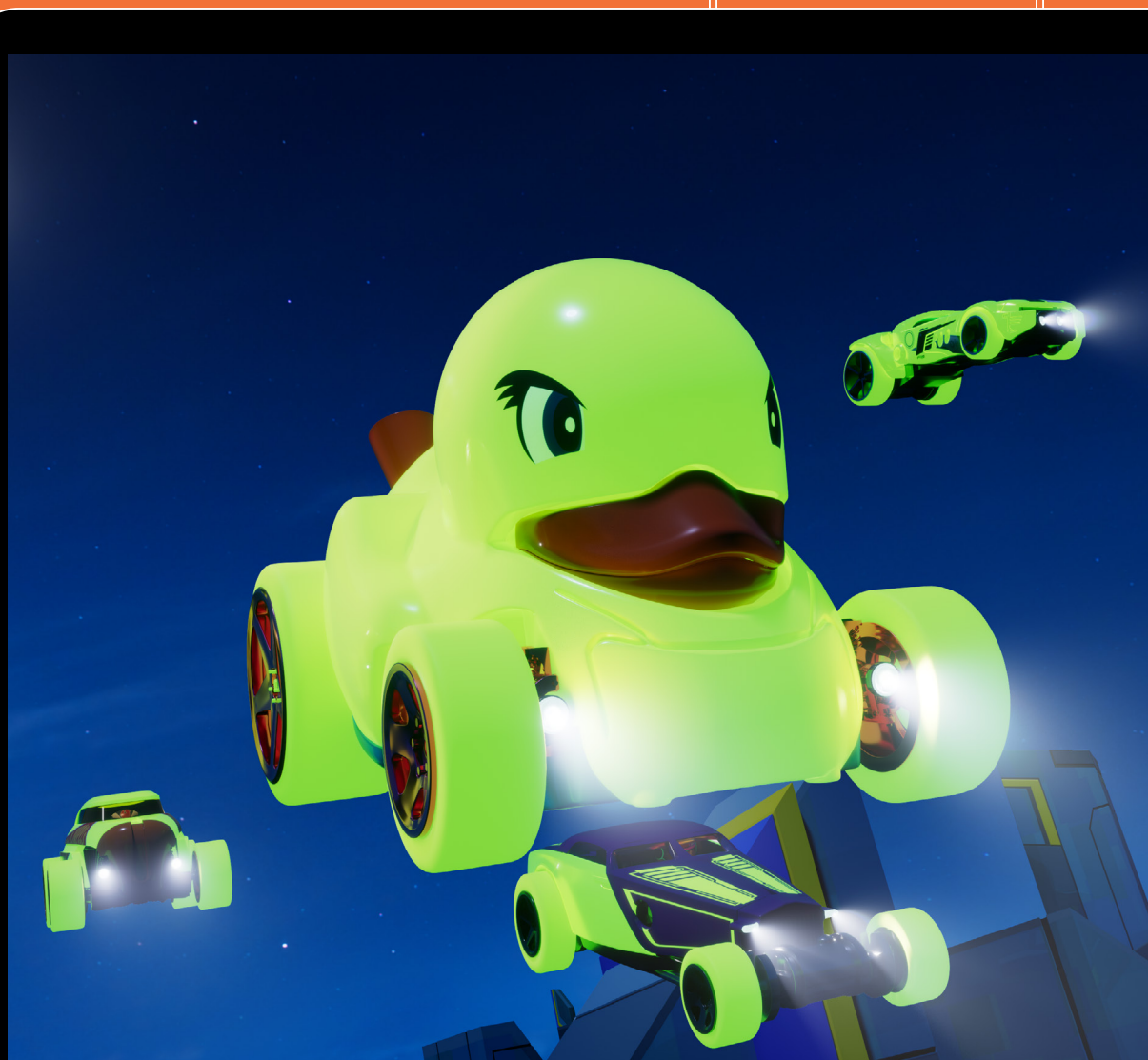
NETFLIX: The sight of those orange tracks will take any Hot Wheels fan right back to

the living room floor. Talk a little bit about creating the very tactile look and feel of this universe.

DAVID: I wanted it to feel like you're on the track with the characters. I wanted it to feel realistic, but also extraordinary. One of

the defining features of Hot Wheels is the combination of authentic car culture mashed up against over-the-top, fantastical elements, like giant cobras and insane 1000-foot high loop-the-loops. You need both of those elements. I reached out to Michael Roberts,





an avid car fanatic who has been an amazing supervising director in animation. He came on as our creative producer to oversee the animation and really create a “you are in this insane Hot Wheels universe” experience. I really want this show to feel so immersive to kids, as though they can almost literally see and feel themselves racing off to where their imagination takes them. We’re hoping this can be the beginning of an extended Hot Wheels universe on Netflix. That’s why we set the show in Hot Wheels City, as a home and starting base. It’s a car-lover’s paradise, and all of the orange track in the world leads in and out of the city. And those orange tracks, they might take you to a different district in the city. They may take you outside the city limits. Any part of the Hot Wheels experience is fair game. It’s limitless.

NETFLIX: The Gear Up Sequence you mentioned earlier is set against the show’s theme song, which was composed and performed by Patrick Stump, a musician and songwriter who is also lead singer of Fall Out Boy. How did that collaboration come about?

DAVID: We wanted a great theme song, and we also wanted a great score for the show – something that felt like rock n’ roll driving music, but also felt future-forward and had an electric attitude and real grit to the performance. One of my old friends suggested Patrick, and I was like, “He’s



perfect! Can we even get him?" Sure enough, Patrick's a massive Hot Wheels fan. He has such personal memories of Hot Wheels growing up with his family, bonding over a common love of cars and car culture, it's part of his identity. He wanted to not only do the theme song, but he asked if he could also score the whole show. He's so collaborative. He wants to talk about the themes and the feelings, and he really wants to hear everyone's opinions. He will call us and take meetings and be scoring from hotel rooms all around the world, taking a break from touring. He's just an unbelievable guy.

NETFLIX: What are you hoping your young viewers take away from this series?

DAVID: I think it's going to blow them away. It's going to be inspirational and aspirational. That's my hope, at least. We really wanted to make a kid feel like they got to grip the steering wheel of a Hot Wheels car and blast out of the Ultimate Garage, become a Hot Wheels champion – and also save the city at the same time. That's why we wanted authenticity in the vocal performance of each of our leads. We wanted the kids at home to feel it in their bones, because the goal is to make them feel like they are really driving that Hot Wheels car that they've been playing with. They've just become the hero in a high-adrenaline, high-octane story, where they can accomplish anything they set their minds to. Let's race! ●





A CONVERSATION WITH *HOT WHEELS LET'S RACE* COMPOSER AND PERFORMER PATRICK STUMP



NETFLIX: How did you get involved in *Hot Wheels Let's Race*? What do you look for when considering a project like this?

PATRICK STUMP: I've been scoring for film and TV for the past nine years or so. I obviously really enjoy the songwriting aspect, but I'm most passionate about composing the musical underscore when I get the chance. So when I was asked to try writing the theme song for *Hot Wheels Let's Race*, I said, "Would you be willing to consider me for the composer job too?" I heard this blueprint for the series' musical direction: pulsing synthesizers and drums, but also hard rock guitar and some digitally effected orchestra. That kind of more technology-centered score was something I hadn't had the chance to do yet, and I was just so grateful for the opportunity.

NETFLIX: Describe your early brainstorming sessions with Rob David and the Mattel team, and lay out the timeline a bit for us.

STUMP: I first saw a little visual primer on the series with a brief description, as well as some catchphrases. For some reason, those catchphrases just jumped out at me, and I sat down and wrote a bunch of my own, like "We're on track to take first place." Before



I knew it, I had the whole theme song put together. Rob and the team seemed to like it, but I was really holding out hope that I could score the series too. I was sitting in a hotel before a Fall Out Boy show – it was my birthday – and I got a call that they'd decided to give me a shot at the score. I was over the moon. From there, it was just a lot of discussion about the overall themes that we wanted to touch on. Frankly, we didn't have to talk that much of it through, because I think we all spoke the same language, which is always a blessing on a project. Rob and the Mattel team would describe this potentially-impossible sound they wanted and I was like, "I know exactly what I want to do for that!" I also remember it going really fast, which is fitting for a series about racing. I had to write an episode just about every week. I was very, very busy, but it was worth it.

NETFLIX: The theme song really sets the tone for the entire series. What were your inspirations while writing it, and what were the feelings you wanted it to evoke?

STUMP: One of the things that jumped out at me was they wanted to evoke cars and racing, but not in the traditional way. I think there's sort of this muscle-car, hard-rock feel really ingrained in our public consciousness that says "cars." They wanted to acknowledge that, but they were also really keen on playing up the inventiveness of the series and the characters, so there was a technological



element that was really important to them. To me, that meant, "What if Mötley Crüe were on the Daft Punk *Tron* score?" That's where the feel for the theme song – and ultimately the music for the entire series – really started. I don't think the finished product

sounds much like either of those things, but experimenting with those two influences was my starting point.

NETFLIX: What composers are your biggest influences when working in this medium?



STUMP: I got into scoring because of John Williams, Alan Silvestri, and Danny Elfman. I practically got into music altogether because of those scores. As I got older, I got really into Mark Mothersbaugh and Thomas Newman. I also dug back into the scores of Alex North, Max Steiner, Erich Korngold, Jerry Goldsmith,



and Alfred Newman. I'd say right now my favorites are Daniel Pemberton, Natalie Holt, Ludwig Goransson, Amie Doherty, Mica Levi, and Christophe Beck. I could list composers all day.

NETFLIX: Would you describe your process, for people who may not understand how scoring works?

STUMP: Man, I love this question and I could spend weeks answering it, but I'll give you the shortest version I can: Basically, I first speak with the filmmakers to see what they're looking for, musically. Then I receive "Picture," meaning a cut of the film or show that is more or less the same length it will end up being. It will have dialogue and sound effects, but often no music. I'll open this and watch it for the first time, which is like Christmas morning to me. I'll take notes on the specific sections where I imagine music to be. If there's going to be music throughout the entire thing, I'll determine where a good spot is to change from one feel to another – each of these changes or moments is called a "cue." Once I have a list of cues, I'll take them one at a time. The picture will play synced together with my recording program, and then I just sort of write. I get inspired. I watch the characters, what they're doing or saying on screen. Maybe I'll include a melody from a theme I've written for one of the characters, or for one of the set pieces. Regardless, I'll just kind of follow the film and see what it



tells me. Something funny happens on screen – are you going to play it like a sad trombone, *Womp womp*? Or are you going to play it like a record scratch where the music stops suddenly? If the villain wins for a moment, are you going to play music that feels like they're victorious, or are you going to play music that feels like the hero is sad?

NETFLIX: I understand a motivator in saying yes was your personal love of Hot Wheels. What do the toys mean to you?

STUMP: For me, cars were always these perplexing things. I came from a big car family – my grandpa used to own a Sinclair [fuel] station, and my uncle had a chain of body shops – but it was all kind of lost on me. I would sit there in my grandpa's garage and hand him tools, and the whole time, I'd be rambling about comic books or





Ghostbusters or ska music or something. Hot Wheels were a way that I could connect with my family a little bit, because it was toys, which was something I understood. I have that collector spirit. I have a massive collection of recording gear, a collection of vinyl albums, and a collection of comic books. So when I was a kid, Hot Wheels spoke to me because they were cars, but you really could collect them. You didn't need a massive property to store them – you could have 20 cars and they'd all fit in a carrying case. That, and the fact that there were always these innovative tracks that could do all these incredible things. If you had enough of the sets, you and your friends could put them together and make a sort of Rube Goldberg device. It was very cool, and those memories made it easy to relate to the show. ●



THE RACERS



COOP
THE SPEED DEMON

The embodiment of the challenger spirit, this motorhead was invited to the Ultimate Garage's Racing Camp when a video of him attempting to break the "Hot Wheels City Speed Record" in a vehicle made of popsicle sticks went viral. A speed-freak, Coop is *driven*, always looking to push himself to see how far he can go. Coop wants to be the greatest racer of all time, and the road to legendary status starts with him becoming Camp Champ!

If Coop wants to unlock his full potential and become one of the greats, he'll have to believe in himself and his cars to kick his talents into maximum overdrive. Luckily, Coop has some great new friends by his side to help him on this *ride of a lifetime!*

SPARK
THE INNOVATOR

This innovative gearhead is the brains of the bunch! Spark is poised, rational, analytical, and rarely allows herself to become overwhelmed by her emotions (unlike Coop and Mac). In Spark's view, everything has an explanation, and if you don't know something, trial and error is the way to go. She doesn't get discouraged by her mess-ups because you can't learn how to do something perfect if you don't make mistakes. Like Spark often says, *"You can't do it right until you've first broken a tailpipe... or twenty!"*



AXLE SPOILER
THE LEGACY

As the son of the greatest professional racer today, Axle lives a life of privilege and flaunts his wealth and status wherever he goes. His favorite saying is, *"Do you know who my dad is?"* Now hoping to follow in his father's famous footsteps, Axle is a hard worker when it comes to racing. He is exceptionally skilled behind the wheel and loves to rub his victories in his opponent's faces – but Axle's vanity usually gets the best of him and lands him in trouble. The only way out? Accepting help from Coop, Spark, and Mac!

MAC
THE DAREDEVIL

A little mischievous yet always endearing, Mac is a racer who's all id. If Coop is the engine, Mac is the gasoline. A lover of action sports and stunt driving, everything Mac does is super-sized and spontaneous. But while Mac has the chutzpah of Evel Knievel, he often has the execution of Super Dave Osborne – crashing in spectacular fashion. That's okay! For Mac, it's not always about a perfect landing. It's about making an effort and taking the risk.





SIDECAR THE SIDECAR

Axle's sidekick, Sidecar is completely star-struck by his famous friend and will do anything to crib some of Axle's limelight. But being a hanger-on has its negatives, as Sidecar will often sacrifice his pride (and his wins) for a seat next to the self-proclaimed king. He's a goofball who longs for attention and is desperate to fit in. In fact, Sidecar is the type of kid you might be friends with if he wasn't permanently attached to Axle's bumper!

BRIGHTS THE CREATIVE

Brights is optimistic and extremely quirky, the type of kid who stands on their head to see the world from a different view. When it's time to hit the tracks, this colorful character is a total wildcard. Depending on the challenge, Brights can be a friend or foe to Coop, Spark, and Mac (as well as Axle and Sidecar). It's not that she's for or against anyone – she's just always on her own wavelength, too busy enjoying the ride to get wrapped up in rivalries.



DASH WHEELER THE LEGEND

The first and original Hot Wheels Racing Champion, Dash Wheeler is the Ultimate Garage's founder and the hands-down GOAT of Hot Wheels City. This friendly, brilliant, and somewhat eccentric creator is Walt Disney meets Dumbledore meets Danica Patrick. She's looking to train the next group of campers and teach them the keys to being a champion: *"Never give up. Never give in. Always embrace your challenger spirit."*

SQUEAKERS THE ROBO-TECHNICIAN

Dash's trusty chief assistant, this small robot runs the Hot Wheels Lab, overseeing the advanced technology that builds the Ultimate Garage's amazing creations. Now that camp is in session, Squeakers aids the campers with tune-ups, paint jobs, engine rebuilds, and even the occasional snack break.



But there are another bunch of characters just as critical, if not more so, to our series. That's right, we're talking about...



THE CARS



On the first day of camp, the racers experience a moment they'll never forget: They get to choose their very first Hot Wheels car! These campers are OBSESSED with Hot Wheels vehicles, and cannot wait to find and select the right one for the challenge ahead. In fact, every day presents a new challenge for our racers, and every challenge requires them to pick the right car for the job. Since the Ultimate Garage contains every car in Hot Wheels City, it's the stuff of true wish-fulfillment!

Does making that jump need a sudden burst of speed? Then the GT Scorcher might be what you're looking for – if you have what it takes to handle it. Maybe you want to leap over the competition with the Veloci-Racer Dino Rider, or bounce your rivals with the Baja Jump Truck. From the sweet spin of the Donut Drifter to the Car-De-Asada's Taco Takedown, our campers must master their car's unique special powers to succeed in these epic challenges.



EPISODE LOGLINES



EPISODE 1: A WHEEL GOOD TIME / RACING TO SUCCESS

On the first day of racing school, the racers work together to catch a runaway tire in Hot Wheels City. Then it's time for the first Camp Champ race!



EPISODE 3: KEEPING THE PACE / CAR WASH CATASTROPHE

Coop uses the Rocketfire car to help two friends at once. The racers save the Ultimate Car Wash from Professor Rearview and his giant octopus.

EPISODE 2: SCREAM MACHINES / TAKEDOUT SPINOUT

Can the racers stop Bone Shaker from haunting Hot Wheels City? And who has what it takes to win the tasty food delivery challenge?



EPISODE 4: NIGHT FRIGHT / SCAVENGER STUNT HUNT

Mac and his friends drive Glow Racers when the lights go out in Hot Wheels City. The campers team up for a scavenger hunt challenge.





EPISODE 5: SPOILER WARNING / VICTORY LAPSE

Striker Spoiler teaches the racers how to use boosters. Can they put their new skills to the test for the second Camp Champ race of the season?



EPISODE 6: GETTING THE JUMP / TRASHED TRACKS

The racers show off their best moves in a jump challenge. Coop drives the Total Disposal to clean up supersized trash on the tracks of Hot Wheels City.

EPISODE 7: PIZZA WITH EXTRA VENOM / SHIFTING GEARS

Professor Rearview unleashes a giant snake in Hot Wheels City. A game of Capture the Flag teaches a valuable lesson.



EPISODE 8: PEDAL TO THE MEDDLE / FOLLOW THE LEAD CAR

A self-driving car transporter with a T. rex head gets loose in Hot Wheels City. Axle steps on the gas in a Follow the Leader challenge.



EPISODE 9: EYES ON THE PRIZE / PHOTO FINISH

A tricky obstacle course tests Coop's concentration skills. When Spark, Mac and Coop delete Brights' photos by mistake, they must race to retake them.



EPISODE 10: IN IT TO WIN IT / FIRED UP!

Buckle up, because it's time for the final Camp Champ race of the season — and not even Professor Rearview and his dragon can stand in the racers' way!

