

That Thing We Did

Overview

A “car show” featuring four Canadian presenters embarking on incredible (and miserable) road trips, creating outrageous builds, and delivering exciting automotive commentary - packaged into a familiar live studio format. Inspired by the extremely successful British TV shows Top Gear and The Grand Tour, with a hint of the outrageous comedy in Monty Python and the endearing Canadiana in The Red Green Show.

Our cast’s 20-year chemistry is unique and hilarious - giving viewers the feeling of hanging out with their best friends. In our mid twenties, we are the next generation's take on the classic formula: a fast-paced, laugh-out-loud, automotive adventure show: bringing mostly relevant consumer advice that is both comically self-aware and shamelessly over-the-top.

A sample of what we will do in our first season include: review the first-ever Canadian supercar (the S1 Shark), attempt to re-design the minivan for the modern market, and compare GT cars from France, England and America by taking them on a road trip through Montreal, Toronto, and Detroit (tentatively dubbed “The Grand Food Tour”).

Our show will also feature a celebrity interview segment entitled “Celebrity Road Test”. Each week, following a brief in-studio interview, a different celebrity will be challenged to complete our signature road test course - which is a few notches tougher than the typical. But, the test is grounded enough for those at home to think “I bet I could do that”!

This is all hosted inside of a beautiful Porsche-themed cafe that is one-of-a-kind. There is plenty of space for displaying cars, moving props, and setting up lighting. The shop’s exposed concrete floor is the foundation for a spectacular collection of racing heritage, decorated in a thoughtful way by a genuine enthusiast. This gives our “studio” a grounded and relatable feel. The owner, Marc, has already committed his support to the show.

We lean into our Canadian roots. Our show is 100% us, with our own unique brand of comedy and creative ideas. Our proprietary mix of tongue-in-cheek British-isms and redneck American-isms make us unique within the media landscape. However, it must be noted that a side effect of being Canadian is, in fact, not being British. Expect slightly more plaid, and slightly better teeth.

We have made five road trip specials, a studio show pilot, and amassed millions of views on social media. One of our presenters is an on-camera professional (to an audience of 2 million each week) making motorcycle-focused content. Our show’s co-creator achieved a Bachelor’s Degree in Marketing (with Distinction) and works professionally as a video producer, with multiple projects also in the millions of views.



"KING MIDAS", ALASKA SPECIAL

"CADILLAC GHOSTORADO", GHOST HUNTERS SPECIAL

Presenters

Duncan



Twenty six, is loud and unapologetic about it. A shoot first, ask questions later kind of guy. His rambunctious personality and colourful vocabulary are hilarious. Always quick to joke, and equally as quick to make a fuss for our entertainment. He is a huge motorsports fan, and with countless hours in the racing simulator, he might just be the best driver of the group.

Josh



Twenty six, is very pleasant, good-natured, and well-mannered. He is charismatic and comfortable in his own skin. He is neat, tidy, and very particular with his things. However, he often surprises viewers with his occasional recklessness. He is also a highly-skilled motorcycle mechanic and talented fabricator. His quick wit, positive energy, and extreme honesty keeps the group's comedy flowing.

Matt



Twenty six, is a hyperactive redneck with a larger-than-life personality. A wild card. Being very mechanically inclined, he often has to bail out the group when something breaks down. He's the kind of guy who constantly has 15 projects on the go: whether it's building an obscure piece of furniture from scratch, or adding new custom parts to his 4x4 rig. Inevitably, a chainsaw will be involved. Among his many talents, perhaps his greatest is getting under Josh's skin.

Drew



Twenty five, is genuine, down-to-earth, and not afraid to speak his mind. He creates a healthy amount of mischief and is an expert at pushing buttons. Whether it's delivering an outrageous line with a deadpan expression, hitting someone with the perfect bit of banter, or improvising a physical "slapstick" joke - he can't help but be entertaining. With a liking for adrenaline and a high risk tolerance, he's the closest thing we have to a stuntman, behind the wheel or otherwise.

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Episodes

[The Canadian Supercar](#) - Duncan reviews the only Canadian supercar ever made - the S1 Shark. The guys crash Matt's Porsche Club Meet in rival sports cars, and Matt builds the ideal vehicle for a Whistler ski trip.

[24 Hours of Lemons \(And That's Just The Drivers\)](#) - The boys find a car, build it, and race it together in the 24 Hours of Lemons. Duncan reviews the GR Corolla, and Drew makes a shocking discovery at the Vancouver Auto Show.

[Ocean Falls](#) - The boys embark on a journey to Ocean Falls, an abandoned town at the end of a remote ocean inlet. Their affordable 90's sports cars are perfect for the twisty highway through Coastal BC Mountains, but less than ideal for when the route unexpectedly turns into winding backroads with loose gravel and menacing potholes. They attempt to herd sheep using megaphones, drag race on an air strip, and rally around the empty streets of the forgotten town.

[Barn Finds, Big Rigs, and the US of A](#) - The team is tasked with each purchasing a "barn find", modifying it, and competing in a number of challenges. Josh attempts to daily drive a semi truck. Duncan, Drew and Matt race to the USA border.

[The Grand Food Tour](#) - Four GT cars from four different countries are compared to see which is the most suitable for a "Grand Food Tour". Josh attempts to race in a car designed for disabled people, and Matt reviews three generations of the Porsche 911.

[Volvo Swedish Standoff](#) - Four generations of Volvos are compared in a road trip. Duncan reviews the new Volvo S60, and Drew learns how to rally from a Swedish rally pro.

[Mini Vans and The Lowest Balls](#) - Each presenter takes a crack at redesigning the mini-van for the modern market. Matt attempts to build a racing kart for cheaper than a day at the track, and the boys see who can achieve the biggest lowball.

[Pickups, Tug Boats, and Motorhomes](#) - The guys try to decipher the difference between four brand new trucks from the world's biggest manufacturers. Duncan argues that an RV is better at being a pickup truck than a pickup truck, and Matt builds a tug boat that he hopes can collect logs off the coast.

[Silk Suit, Black Limo, Red Carpet](#) - The boys venture to prove that the limousine is the key to living the lifestyle of the rich and famous. To that end, they attempt to sneak onto the the Red Carpet at the Toronto International Film Festival. Josh builds a dirt bike into the perfect clam-digging machine.

[UFO Hunting](#) - The boys have been given a quest to capture a photo of a UFO, and present the findings to alien experts and ufologists at the annual UFO Festival in Roswell. Along the way, they test a variety of capable 4x4's in the mountains and off-road tracks of the American Southwest. They will try luring the aliens out with a live cow, sending out a radio transmission from the summit of the "Top of the World" in Utah, and creating a massive "shape" with lights that can be seen by travelers of the night sky.



Benefits of the "Hollywood of the North"

- Provincial tax credits for TV & Film (up to 38%)
- Strong local infrastructure & skilled labour
- Streamlined permitting process
- Wide variety of unique and beautiful locations in a small area



Local Connections

- Mission Raceway (full racetrack)
- Cafe 356 (Our studio location)
- Fortnine
- (#1 motorcycle YouTube channel)
- Local car scene
- Local filmmakers and creators

Demand in the Market

- Top Gear and The Grand Tour consistently drew millions of viewers per episode
- No clear market leader in this space creates a lack of supply, and a drastic increase in demand
- Potential audience is global, massive, engaged and loyal



