

EPISODE OUTLINE: 400 MPH — THE LAST RUN

Brian Leckey - June 2026

EPISODE 1: "THE OBSESSION" *Archive + Bonneville links. Release: early September.*

Tory opens at Bonneville — standing on the salt, looking down the course. He sets up the central question: what makes a human being dedicate their entire life to going faster than anyone has ever gone? We meet Mike Akatiff through archive footage — the engineer, the visionary, the obsessive. We see the Ack Attack being built, the early Bonneville seasons, the years of incremental speed gains. We meet Rocky Robinson — not as a daredevil but as a craftsman, a man who has spent thousands of hours learning to inhabit a machine that most people couldn't survive for thirty seconds. The episode ends at the moment everything changes: the 2010 season at Bonneville, and the sense that something historic is within reach.

Runtime: 35 minutes. Tory links: 6–8 pieces to camera shot at Bonneville in July.

EPISODE 2: "376 MPH" *Archive + Bonneville links. Release: mid-September.*

The 2010 world record in full. This episode is built around the archive footage of the record run itself, but structured so that viewers who know the outcome are still gripped. Tory walks us through what 376 mph actually means — the physics, the engineering margins, the courage — from the salt flats where it happened. Rocky in the cockpit. The run. The moment the record is confirmed. The celebration. And then, almost immediately, the next question forms: if 376 is possible, why not 400? The episode closes with Mike Akatiff looking down the course and saying, essentially — we're not done.

Runtime: 35–40 minutes. Significant archive content from the record run. Tory links shot at Bonneville in July.

EPISODE 3: "THE BIGGEST FLAT ON EARTH" *Archive + Bolivia expedition one. Release: late September / early October — just before Bolivia.*

The Bonneville problem. Salt levels declining, the course shrinking, 400 mph requiring a distance and surface that Bonneville can no longer safely provide. Mike's solution: the Salar de Uyuni in Bolivia — 10,000 square kilometres of flat salt at 12,000 feet altitude, in one of the most remote places on Earth. This episode covers the decision, the logistics of getting a world-class engineering operation to Bolivia, and the first expedition. The challenges are immediately apparent — altitude, politics, infrastructure, weather. They do not break the record. But they learn. Tory contextualises from Bonneville: "This is where the dream began. Bolivia is where it gets tested."

Runtime: 30–35 minutes. First Bolivia expedition archive. Tory links from Bonneville.

EPISODE 4: "RETURN TO BOLIVIA" *Bolivia expeditions two and three. Release: during or immediately after the October shoot.*

The second and third expeditions. More obstacles, different obstacles. The political dimension — the complexity of operating in Bolivia, the permissions, the local relationships that have to be built and maintained. The mechanical challenges at altitude. The moments of near-breakthrough that

didn't quite become breakthroughs. This episode is honest about failure — but frames it as accumulation of knowledge rather than defeat. By the end of the third expedition, Mike and Rocky know more about what it takes to break 400 mph on the Salar de Uyuni than anyone alive. The question is whether they'll get the chance to use that knowledge.

Runtime: 35–40 minutes. Bolivia expeditions two and three archive. Tory narration in post — recorded separately after Bolivia.

EPISODE 5: "THE LAST RUN" *October Bolivia shoot. Release: November/December.*

The final attempt. This is the climax — structured in real time, from the team's arrival on the salt through to the record attempt itself. The preparation, the tension, the engineering precision, Rocky's mindset before he climbs into the cockpit. And then the run. Whatever happens — record or not — this is the episode that justifies everything that came before. If the record falls, this is global news and this episode becomes the definitive document of the moment. If it doesn't, this episode is about something equally powerful: the courage to try one final time, and the grace with which great people face the limits of what's possible.

Runtime: 40–45 minutes. Primary Bolivia shoot material. Tory on location in Bolivia.

EPISODE 6: "LEGACY" *Post-Bolivia reflection. Release: January/February.*

The closing chapter. Tory — back on the Bonneville salt if possible, or in a dedicated closing shoot — reflects on what this team achieved over twenty years, what the attempt meant regardless of its outcome, and what it means to pursue something this difficult for this long. We return to Mike and Rocky — in interviews shot in Bolivia or after — to hear from them in their own words. Archive from across the full twenty years. The episode that will be watched by people discovering this story for the first time in ten years' time.

Runtime: 35–40 minutes. Mix of Bolivia material, archive, and dedicated closing interviews.

TIMELINE

Date	Activity
July/August 2025	One-day Bonneville shoot with Tory. All linking pieces for Episodes 1–3 captured.
July–August	Edit Episodes 1 and 2 from archive. Tory voiceover recorded remotely.
Early September	Episode 1 released. Social promotion begins across Tory's channels.
Mid-September	Episode 2 released.
Late September	Episode 3 released. Bolivia departure imminent — audience primed.
October	Bolivia shoot. Near-real-time short-form content released during attempt.
October–November	Edit Episodes 4 and 5 from Bolivia material.
November/December	Episode 4 released. Episode 5 released.
January	Episode 6 released. Full series available. Broadcast syndication pitches begin.
Q1 2026	Complete series delivered to broadcast partners. Streaming platform pitches.

