



Speed Racer Insures with Geico

Geico Creates National Ad Featuring Speed Racer

Santa Monica, CA ([PRWEB](#)) May 5, 2005 -- Speed Racer Enterprises is very pleased to announce that Geico Insurance has produced a national advertisement featuring footage from the Classic Speed Racer Animated television series. The television commercial airs on network, cable, spot, syndication and satellite television across the nation. It debuted in late April 2005. The ad consists entirely of footage from the Classic Speed Racer episode entitled "The Desperate Racer". In the ad, Speed's girlfriend Trixie informs the racing Speed Racer from her helicopter that the bridge is out ahead! "She has some good news!"

"We are thrilled that Geico Insurance selected Speed Racer to be featured in their now famous "I've got some good news" ad campaign. The Speed Racer/Geico commercial will receive millions of impressions throughout the country.

The exposure for the Speed Racer property will be enormous.", said James Rocknowski, executive vice president of Speed Racer Enterprises, Inc.

Speed Racer and his famous supporting cast of characters has continued to enthrall three generations of cartoon fans. Originally produced in Japan in 1966, Speed first appeared in the U.S. syndication in 1967 and quickly began capturing the hearts and minds of millions of television viewers. It then appeared on MTV in 1992 opposite Beavis and Butt Head, exposing the series to a whole new hip generation.

Later, from 1996 through 2000, Speed Racer aired on Cartoon Network where a new generation of kids fell in love with Speed, Trixie, the powerful Mach 5, Pops, Spridle, Chim Chim, Sparky and yes, even the mysterious Racer X! The show can now be seen on Speed Channel.

Speed Racer Enterprises, Inc., formed in 1991, owns all rights to the Speed Racer animated series. The company also manages all related licensing and promotional activities on a worldwide basis.

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