



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Rob Weir
856-488-3453
rwei@subaru.com

Dominick Infante
(856) 488-8615
dinfante@subaru.com

SUBARU DEBUTS INDUSTRY-FIRST PEER-THRU 360° VIDEO FOR MOBILE, YOUTUBE, AND FACEBOOK

To watch the **Rallying in 360° with Peer-Thru Technology** [CLICK HERE](#).

Cherry Hill, N.J., Oct 30, 2015 - Subaru released a new 360° video playable on their Subaru Motorsports app ([Android](#), [iOS](#)) that not only provides a full 360° view but also allows users to peer through the roof of a car, offering an unprecedented view of 2015 Rally America Champions David Higgins and Craig Drew at full speed in their WRX STI rally car. When Subaru published their highly praised [Subaru Motorsports app](#) in July of 2014, it was the first motorsports app in the world to feature interactive high-definition 360° video captured during competition. The app is also compatible with VR headsets to keep up with the rapidly expanding video wearable's industry.

"This evolution of our 360° video capability puts the viewer even closer to the driver's seat," stated Rob Weir, Subaru Motorsports Marketing Manager. "We're excited to debut this enhanced viewing ability than can be seen on our motorsports app along with YouTube and Facebook."

Subaru filmed their first peer-thru 360° video at the 2015 Lake Superior Performance Rally, set in the upper peninsula of Michigan. David Higgins won the event, closing out an undefeated season in the Rally America Championship; [breaking a 28 year-old record](#).

Although the Subaru Motorsports app provides a superior user experience this video is also available for desktop viewing on YouTube by clicking [here](#).

Full coverage of Subaru Rally Team USA is available on the Subaru Motorsports App. To download from the iTunes App store, [click here](#), for Android App on Google Play store, [click here](#). Follow the team on Instagram [@srtusa](#) and Twitter [@srtusa](#).

About Subaru Rally Team USA

Subaru Rally Team USA is managed by Vermont SportsCar and proudly supported by Subaru of America, Inc., Subaru Tecnica International (STI), Method Race Wheels, Royal Purple, DMACK Tires, RECARO, PIAA and Race Proven. Follow the team online at www.subaru.com/rally

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit media.subaru.com.

Additional information and news from Subaru is available at <http://www.media.subaru.com>.