



# Media Information

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## SUBARU LAUNCH CONTROL RETURNS WITH ALL-NEW FORMAT FOR 2022

- Award-winning series goes behind the scenes of Subaru Motorsports USA
- Tenth season brings faster releases of rally coverage and one-off events
- Special documentary miniseries will cover development of 2022 WRX rally car

Camden, N.J., Jul 7, 2022 - Subaru of America today announced the return of the award-winning *Launch Control* motorsports documentary series for its tenth season, with an all-new format set to deliver coverage to fans faster, more often, and in greater depth than ever before. The season will debut on YouTube on July 27 and continue with new releases into early 2023.

The reimagined *Launch Control* format will deliver coverage of the 2022 Subaru Motorsports USA season under three sub-series: rally event coverage under the *Launch Control: Rally Rundown* heading; special episodes including a new *Road to Gymkhana* special; and an all-new *Launch Control: Next Stage* miniseries documenting the development of the next Subaru rally car based on the 2022 WRX.

"The mission of *Launch Control* has always been to give fans an inside look at what it takes to run a championship-winning rally team," said William Stokes, Motorsports Manager for Subaru of America. "After the incredible championship finish to [Season 9](#), we now have a great opportunity to tell totally new stories, including the clean-sheet development of new cars for rally and Gymkhana, and reimagining the series format will give our fans event coverage on a quicker turnaround along with delivering those in-depth projects they haven't seen before."

Since its debut in 2013, *Launch Control* has been the main source for coverage of the U.S. rally championship. Building on the event reporting that viewers have come to expect from the series, *Launch Control: Rally Rundown* episodes will deliver highlights from American Rally Association (ARA) events as the Subaru Motorsports USA team defends their 2021 championship with drivers Travis Pastrana and Brandon Semenuk. *Rally Rundown* episodes from events in the first half of the 2022 rally season will release on Wednesdays from late July through mid-August, with more episodes dropping as the season continues.

A separate series of special episodes will focus on the team's activities outside of rally competition, including a two-part *Road to Gymkhana* special documenting the development of the wild 1983 Subaru GL Family Huckster wagon designed for the next Gymkhana video, and more one-off events and projects.

Finally, a special miniseries titled *Launch Control: Next Stage* will arrive around the end of 2022 and provide an unprecedented look at the development of the next Subaru rally car: an all-new machine based on the 2022 WRX and

built to the upcoming 2023 ARA Open Class rule set.

New *Launch Control* episodes will release on Subaru of America's [YouTube channel](#) on Wednesdays starting July 27.

### **About Subaru Motorsports USA**

Subaru Motorsports USA is managed by [Vermont SportsCar](#) and proudly supported by [Subaru of America, Inc.](#), [MOTUL](#), [KMC Wheels](#), [Yokohama Tires](#), [DirtFish Rally School](#), [KÜHL](#), [AT&T Business](#), [weBoost](#) and [Peplink](#). Follow the team online at [www.subaru.com/motorsports](http://www.subaru.com/motorsports).

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[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).