



Media Information

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Subaru Launch Control Video Series Collects 2015 W3 Awards For Online Video Content.

Cherry Hill, N.J., Nov 20, 2015 - Subaru's highly praised Launch Control Series collected two 2015 W3 Awards, which recognizes creative excellence on the web. [Episode 3.1- Engineering a Revolution](#) won a Gold Award for Branded Content: Business to Consumer, while the entire [Subaru Launch Control](#) series claimed a Silver Award for Online Video: Web Series.

Now in its third season, Subaru Launch Control is a behind-the-scenes, unfiltered view into Subaru motorsports activities that has produced over 15 million views online. "It took a bit of courage from our motorsports program to show both the triumphs and troubles we face in competition; but we learned quickly our fans found a deep appreciation for our will to persevere through any challenge," explained Subaru Motorsports Marketing Manager Rob Weir. "We're very proud to be recognized by W3 and thank our media partner Formula Photographic for producing the series with exceptional content and quality."

"Audiences appreciate genuine stories," says Warwick Patterson, Launch Control Producer, "Racing is a roller coaster of emotions, and by allowing us the freedom to tell the full story of Subaru Rally Team USA, they've strengthened the bond with their fans and created new enthusiasts."

About the W³ Awards

The W³ Awards honors creative excellence on the web, and recognizes the people behind award winning sites, marketing programs, social content, mobile site/apps and online video. In honoring the best of the Web, the W³ Awards is the first major web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies. In its tenth year the W³ Awards received over 5,000 entries from Ad agencies, Public Relations Firms, Interactive Agencies, In-house creative professionals, Web Designers, Graphic Designers and Web Enthusiasts. The Powers Behind the W³: The W³ is sanctioned and judged by the Academy of Interactive and Visual Arts (AIVA). The AIVA is an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, interactive, advertising and marketing firms. AIVA members include executives from organizations such as Agencynet, AvatarLabs, Big Spaceship, Brandweek, Code and Theory, Disney, HBO, Microsoft, Monster.com, MTV, Sesame Workshop, Victoria's Secret, Wired, and Yahoo!. For more information, and a full member roster, please visit www.aiva.org.

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>.