



SUBARU
MOTORSPORTS USA

James Tate
Motorsports Marketing Manager
Subaru of America, Inc.
(856) 488-8622
jtate@subaru.com

Dominick Infante
Director, Corporate Communications
Subaru of America, Inc.
(856) 488-8615
dinfante@subaru.com

FOR IMMEDIATE RELEASE

November 13, 2024

NEW SEASON OF SUBARU'S AWARD-WINNING LAUNCH CONTROL SERIES LANDS NOVEMBER 20TH

Camden, NJ – A new season of Subaru's award-winning web series *Launch Control* begins November 20th with 10 new episodes releasing weekly. Coming aboard to narrate the season is storied motorsports TV presenter Andrew Coley, who brings his unique knowledge and perspective to *Launch Control*.

The new season of *Launch Control* takes viewers beyond the short rally recaps that air following each rally and into the behind-the-scenes happenings of Subaru Motorsports USA and its drivers as they compete across multiple disciplines and vehicles. From the American Rally Association (ARA) to hillclimbs and record attempts, *Launch Control* showcases the new WRX ARA24 rally cars, the crowd-favorite Family Huckster GL wagon, the built for asphalt dominance WRX: Project Midnight, and more.

Drivers Travis Pastrana, Brandon Semenuk, and Scott Speed play pivotal roles, with *Launch Control* digging deep into Pastrana's return to the ARA championship after a year-long absence and a difficult recovery, Semenuk's storming pursuit of a third-straight ARA championship, and Speed piloting WRX: Project Midnight in its world debut at the 2024 Goodwood Festival of Speed Shootout Hillclimb. Viewers will also get an inside look at the efforts of the crew at Subaru Motorsports USA and technical partner Vermont SportsCar as they face the ups and downs of competition and a fast changing landscape.

Get ready for a deep look behind the scenes of a multi-discipline, worldwide racing team like you've never seen before when the new season of *Launch Control* drops on YouTube beginning November 20th – and additional exciting distribution news is forthcoming! Get the latest update on new episodes of *Launch Control* and more by following Subaru Motorsports USA on [Facebook](#), on Instagram [@subarumotorsportsusa](#), and TikTok [@subarumotorsportsusa](#).

About Subaru Motorsports USA

Subaru Motorsports USA is directed by [Subaru of America, Inc.](#), managed by [Vermont SportsCar](#) and proudly supported by [MOTUL](#), [Yokohama Tires](#), [R53 Suspension](#), [Triple-R Lights](#), [DirtFish Rally School](#), [Sparco USA](#), [weBoost](#) and [Peplink](#). Follow the team online at www.subaru.com/motorsports.

Follow Subaru Motorsports USA on [Facebook](#), on Instagram [@subarumotorsportsusa](#), and on TikTok [@subarumotorsportsusa](#).

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).

###