

GoPro to extend Bamboo partnership in Japan...

GoPro have extended their collaboration with Bamboo Engineering's World Touring car team at this weekend's race in Suzuka, Japan.

The deal will see the #9 and #14 Chevrolet Cruze cars again compete with 360 degree branding from GoPro - the team will again be utilising the large array of Go Pro products to give fans a "Point of View" perspective from the crew and inside the car.

Russell O'Hagan – Project Manager of Bamboo's World Touring Car Programme said...

"It's great to be continuing our partnership with GoPro here in Japan, the weekend worked so well in the USA it was a no brainer to carry on here, we have had great coverage with the GoPro footage too. Japan was a strong event for us last year, we are all pushing to get on the podium."

Rod Rojas – Motorsport Manager for GoPro said...

"Supporting bamboo this weekend is a great opportunity to build on what we did in California. Japan is an important market for us so it made perfect sense given Japan's long history with touring car racing."



About GoPro

GoPro makes the world's most versatile camera, enabling people to capture immersive and engaging footage of themselves during their favourite activities. GoPro's HERO line of wear able and gear mountable Cameras are used collectively by more consumers, professional athletes, and video production professionals than any other camera in the world. Based in San Mateo, California, GoPro's products are available in more than 30,000 stores in over 100 countries worldwide and direct via GoPro.com. GOPRO®, HERO®, are trademarks or registered trademarks of Woodman Labs, Inc. in the United States and other countries. All other company, product names are trademarks or registered trademarks of their rightful owners.