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Monday, June 22, 2009

Red Bull Uses GoPro Wearable Cameras to Shoot NASCAR Pit Stop in Times Square


Press Release from Go Pro Camera

Pescadero, Calif., (June 17, 2009) -- GoPro, the world's leading manufacturer of wearable and vehicle mountable digital cameras for sports, was the choice camera for the filming of an instant viral video classic, Red Bull Racing's NASCAR Pit Stop in [Times Square, New York](#) on June 10. The 47-second video shows Red Bull Racing's daring first, full-blown NASCAR pit stop in public in the middle of Times Square. The video can be seen on sites across the Internet, including GoPro's own website. The Red Bull Racing NASCAR driven by [Brian Vickers](#) was outfitted with multiple suction cup mounted GoPro Motorsports HERO Wide cameras. Additionally, members of the eight-man pit crew were decked out with GoPro's Helmet HERO Wide cameras attached to their helmets and chests in order to capture immersive, first-person views of the guerilla pit stop. Red Bull Racing's pit stop event was not the first time GoPro cameras have gone big with Red Bull in New York City. In June 2008, GoPro's Helmet HERO Wide camera rode atop X Games BMX Gold Medalist, Kevin Robinson's helmet as he boosted a world record quarter pipe launch that sent him flying 54 feet above the ground. Just a month later, GoPro flew again with Red Bull's Freestyle Motocross hero, Ronnie Renner, as Renner himself set a world record for the highest air out of a quarter pipe on a motorcycle. "GoPro's a company built on many late nights fueled by Red Bull, so you can thank them for keeping us going," laughs GoPro founder and CEO, Nicholas Woodman. "Red Bull's use of GoPro's wearable sports cameras is a high level

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