

Falken launches new app and virtual reality adventures

OFFENBACH, GERMANY, June 22, 2016 /EINPresswire.com/ -- Falken is now offering customers and fans alike the opportunity to be a (digital) part of the Falken Motorsports team with the launch of a Falken app. The new app features a virtual reality video shot from a 360-degree perspective inside the Falken Porsche GT3 R (Type 991). Viewers will become the co-driver on a virtual spin around the Nürburgring as well as a pit-stop and tyre change.

The virtual reality video, which can be viewed using head-mounted displays (HMD), is just one of the functions offered to users by the new Falken app. It also provides a host of interesting and useful information, including a Falken dealer search and Falken brand video.



360 Falken VR still



Falken App

“The app demonstrates Falken’s position of being on the pulse of technology,” says Stephan Cimbal, Head of Marketing at [Falken Tyre Europe](#) GmbH. “We will continue advancing and expanding the app as a fun and exciting media channel that also supplies users with helpful information.”

The idea and project coordination was completed in partnership with communication agency akzio! Karsten Bentlage, CEO of akzio! says: “Virtual reality will take on increasing significance in the future. We design individual solutions for our customers to create emotional brand experiences. Falken spotted the potential of the idea and can now use the Falken VR app as a highly innovative and interactive way of bringing its customers closer to its products.”

The app is available free of charge from the [Android](#) or [iOS](#) Stores for ANDROID 5.0 or higher and iOS from 8.0. For maximum enjoyment, a smartphone display with minimum size of 4.7” is recommended.

Links to shops:

IOS: <https://appsto.re/de/ZHQMcb.i>

Android: <http://bit.ly/28lhbDi>

About Falken Tyre Europe

The Falken Tyre Europe GmbH is the European affiliate of the Japanese tyre manufacturer Sumitomo Rubber Industries Ltd., with about 30,000 employees it's the sixth largest tyre manufacturer worldwide. From its location in Offenbach/Main, the company markets and sells a complete tyre portfolio for passenger cars, trucks, pick-ups and SUVs as original equipment and for the entire European retrofitting market. All Falken products comply with the ISO standards 9001, 16949 and 14001. Developed and tested in the world's most demanding racing series, the Falken tyres provide the maximum of individual driving enjoyment – at outstanding value for money. Further information under: <http://www.falkentyre.com>

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