



NEWS RELEASE

GoPro and Ford Motor Company Launch Original Entertainment Series: 'Unstoppable Life'

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SAN MATEO, Calif., June 22, 2016 – GoPro Inc. (NASDAQ: GPRO) and Ford Motor Company are teaming up to develop an original content series that proves just what it means to be unstoppable. With this new series, GoPro will demonstrate its creative leadership, storytelling capabilities and ability to authentically highlight the spirit and personality of Ford's SUV lineup – “Be Unstoppable” – in this unique programming.

“Fans of GoPro and Ford are experience seekers continually looking for ways to broaden their lives,” said Ocean MacAdams, Head of GoPro Entertainment. “We’re excited to join forces with Ford to further inspire consumers around the world.”

The series titled, “Unstoppable Life” will profile GoPro athletes who demonstrate the perseverance and determination on their respective life journeys. The first in the series follows Aaron Chase, a free ride mountain biker, as he makes a comeback from a life-altering injury and re-engages in top-level competition while balancing his commitment to family. The second tracks top-ranked pro climber Sasha DiGuillan as she balances the challenges of losing her father, with the demands of carrying a full academic load as a professional athlete. Both explore what it truly means to be unstoppable. The films will be shared to GoPro communities across their global channel platforms.

“Ford’s breadth of SUVs empower people to go out and do,” said Ginger Kasanic, Media Integration Manager, Ford Utility and Technology. “From exploring the city or traveling cross-country with your family, our SUVs are active enablers in the experiences that people seek out. Partnering with GoPro provides a global platform to create and connect with an audience that embodies the optimistic, confident, unstoppable spirit.”

Watch the first episode of the “Unstoppable Life” series called “Chase Me” featuring free ride mountain biker Aaron Chase here: https://www.youtube.com/watch?v=gVqzg_S5stg

About GoPro, Inc. (NASDAQ:GPRO) GoPro, Inc. is transforming the way people visually capture and share their lives. What began as an idea to help athletes self-document themselves engaged in their sport, GoPro has become a standard for how people capture themselves engaged in their interests, whatever they may be. From extreme to mainstream, professional to consumer, GoPro enables the world to capture and share its passion in the form of immersive and engaging content.

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For more information, visit www.gopro.com or connect with GoPro on **YouTube**, **Twitter**, **Facebook**, **Pinterest**, **Instagram**, or **LinkedIn**.

About Ford Motor Company

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 201,000 employees and 67 plants worldwide, the company’s core business includes designing, manufacturing, marketing, financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, as well as Lincoln luxury vehicles. At the same time, Ford is aggressively pursuing emerging opportunities through Ford Smart Mobility, the company’s plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide or Ford Motor Credit Company, visit www.corporate.ford.com.