

## **Bring American Muscle to Russia: A Global Project Set to Expand American Culture in the Eastern Hemisphere**

*American-Muscle announces the launch of its Indiegogo crowdfunding campaign that aims to create a centralized media outlet on American classic and muscle cars for Russian-speaking audiences.*

([PRWEB](#)) April 04, 2016 -- Today, [American-Muscle](#) announces the launch of its [Indiegogo campaign](#) to create a centralized media outlet on American classic and muscle cars for Russian-speaking audiences. The campaign's goals include innovating professional classic automotive journalism in the Eastern Hemisphere, expanding the community of American classic and muscle car lovers in Russia, and establishing a representative office in the United States to bring the latest news.

American-Muscle is a team of Russian enthusiasts that have set off to introduce their country to something that has never truly reached the world's 280 million Russian speakers—the great American classic and muscle car culture. The company has received praise from Hot Rod Magazine, Popular Hot Rodding and Super Chevy and is supported around the world.

American classic cars are a genuine legacy of the United States. While carefully preserved and treasured, there remain places that are barely acquainted with this culture. While Russian society shifted into the global market 25 years ago and many things have changed, its people have yet to receive the culture of the great American automobile.

The [Indiegogo campaign](#) aims to fill this gap by creating a full-scale media resource on the subject of American classic and muscle cars in the Russian language. The American-Muscle team is working to produce not just another website but a professional editorial office with a dedicated staff of editors, journalists, and video and photography operators to create unique content never before seen in this part of the world.

The daily publication will provide test-drives, reviews of oldtimers, and event and show overviews. It hopes to expand American car culture to one-sixth of the world's landmass, to develop a beautiful new trend in the Russian-speaking world and, finally, to bring the two countries closer together.

The campaign will also offer its supporters the chance to interact with a Russian audience by participating in further content creation and contributing to the development of American culture around the world.

American-Muscle's inspiration emerged from a high demand among the local population. Multimillion search requests, regional clubs and the company's own experience demonstrate that people here are hungry for the American oldtimers but can't access the information due to not knowing the English language.

All project details are available on the Indiegogo campaign page: <https://www.indiegogo.com/projects/bring-american-muscle-to-russia--2>.

To learn more about American-Muscle, please visit <http://www.american-muscle.ru/>. For inquiries, more information, or just to talk about America's automotive ancestry, feel free to contact Danil Zherebtsov, American-Muscle's CEO, at +7(909) 901-95-96.



#### About American-Muscle

American-Muscle is a team of enthusiasts working to bring the great American Motoring traditions to the Russia-speaking audience. It is creating a high-quality media resource that will provide professional automobile journalism on the subject of classic American cars, featuring oldtimer reviews, test drives, hot rod show overviews, and localized American classic cars shows. Working from Moscow, the company covers the territory of Russia and the whole CIS sector, which is represented by 280 million people.



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**Online Web 2.0 Version**

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