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For Immediate Release:

CAROUSEL USA, LEADER AND INNOVATOR IN REVOLVING MACHINERY ANNOUNCES LAUNCH OF CUSA 360™ HD PHOTO STUDIO SYSTEM

MARCH 12, 2024 (Los Angeles, CA) – Carousel USA (CUSA), the leading manufacturer in automotive and industrial turntables, has announced the launch of a new high-definition photo studio system, **CUSA 360®** for automotive, appliance and industrial 360 photography.

CUSA 360 is an integrated HD Photo Studio System that controls a **Carousel USA** Turntable, MC3 Control System with a **MotorStreet®** Photo Studio to generate high-quality “360” photography for automotive, appliance, and commercial sales programs. The brains of the **CUSA 360** system is patent pending and cloud-based for controlling the turntable and cameras. It also stores all the HD images in the cloud for easy access. The **CUSA 360** HD System takes less time and delivers higher-quality HD results than any other available photo booth on the market today.

CUSA 360 was designed by **MotorStreet**, a custom car studio that provides new and innovative ways to take high-definition turntable photographs of automobiles never offered by any car studio turntable provider. The **CUSA 360** HD Photo Studio System features **Carousel USA** turntables in a system that works seamlessly to provide a high-tech easy-to-use method for photographing 360 images of cars, appliances and larger objects.

CUSA 360 is a new product and partnership with **MotorStreet**, who is at the forefront of transforming the 360 digital car studio captures and AI automation for automobile, motor sports and RV Dealerships.

“We are thrilled to partner with **MotorStreet** as they are leaders in automotive photography,” says John Thomson, Founder and CEO of **Carousel USA**. The new **CUSA 360** APP will be offered to all new customers and gives us the opportunity to also offer upgrades to existing customers currently using outdated technology.”

Bart Wilson, CMO and Founder of **MotorStreet**, played a pivotal role as the project lead for the **CUSA** Software development. Bart’s extensive background in automotive merchandising and digital camera technology, in addition to his experience in developing 360 vertical SaaS platforms, made him an ideal candidate for the project and partner for **CUSA**.

“It costs the car dealer \$40 per car per day for each day that a new or used vehicle sits on the ground without 360 merchandising,” says Bart Wilson, CMO and Founder of **MotorStreet**. In one year, those costs can quickly add up to over \$160,000.” The **CUSA 360** vehicle turntable and a **MotorStreet** car photo studio pay for themselves in less than five months.”

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For additional product information on **CUSA 360**, please [click here](#).

About Carousel USA:

Founded in 2004, **Carousel USA, CUSA**, is a full-service provider of rotating equipment used and specified by Commercial Business, Residential Customers, Architects, Engineers, and the Military. **Carousel USA** designs and builds products with professional-grade, US-sourced steel, ensuring the highest quality and durability in every turntable, direct-drive motor, and MC3 controller. All **Carousel USA** products come standard with a 5-year unconditional warranty against defects and are manufactured in the USA. Leading clientele across multiple industries includes Apple Computer, BMW, CarMax, CARVANA, Chrysler Dodge Jeep RAM, the Jet Propulsion Laboratory (JPL), Lockheed-Martin, NASA, Nissan, Mercedes-Benz, Toyota, and Viking Appliance.

For more information on **Carousel USA**, please visit their website at [Carousel USA.com](http://CarouselUSA.com)

About MotorStreet®:

MotorStreet is a privately held Colorado-based C Corporation that is transforming 360-degree digital car studio capture and AI automation. With an innovative approach to online vehicle merchandising, MotorStreet has established itself as the world's leading custom car photo studio design. Their studios, automation, and lighting cater to a prestigious clientele, including luxury and exotic automobile dealers, motorsports retailers, and notable RV dealers such as Mark Wahlberg Airstream.

MotorStreet develops proprietary on-demand vertical Software as a Service (SaaS) platforms, which has now become the standard for accelerating online automotive sales. Their automated, AI-driven 360-degree capture platform seamlessly integrates with Inventory Management Systems (IMS) and dealership websites, enhancing Vehicle Detail Pages (VDPs) with unparalleled efficiency. This allows automobile dealers to merchandise and sell their vehicle inventory up to 5 X faster.

For more information on **MotorStreet**, please visit their website at MotorStreet360.com

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