



WHEELS-ALIVE!

www.wheels-alive.co.uk

Go careful – Virtual reality brings the world’s most dangerous road to you...

Published: February 9, 2019

Author:

Online version: <https://www.wheels-alive.co.uk/go-careful-virtual-reality-brings-the-worlds-most-dangerous-road-to-you/>



WHEELS-ALIVE!

www.wheels-alive.co.uk



From sheer drops next to the roadside to lush rainforest scenery, check out all the behind-the-scenes footage or watch the full journey in 360 or virtual reality [here](#).

Key info:

- **You'll See What They Saw:** The team shot the breathtaking movie using a GoPro Fusion action camera and drones for footage of the Bolivian rainforest.



- Not Just Your Average Motor: The journey was driven in a Suzuki Vagon Grand Vitara 4WD 2.0.
- Just a Couple of Hours of Fear: It took the team just over three hours – with a few short breaks to admire the breathtaking view – to venture 35 miles along the road and capturing it along the way.

It is estimated that at its busiest time 200-300 people died per year whilst travelling along this road.

- North Yungas Road connects the Bolivian capital, La Paz, to the Yungas region in the Amazonian forest.
- A new 360° video by comparethemarket.com encapsulates the thrilling journey from the comfort of your own home.

London, January 2019: Want to be an adrenaline junkie without actually fearing for your safety? Comparethemarket.com's latest 360° experience takes you on a drive on the world's most dangerous road. Enjoy views of the Amazonian forest, winding slopes and steep cliffs – all from the comfort of your smartphone. View the video in full [here](#).

Experience a journey of a lifetime

An adrenaline junkie's dream and a nightmare for many others, North Yungas Road was named 'The World's Most Dangerous Road' in 1995 after hundreds fell to their death each year whilst attempting to drive along the 40-mile stretch. Connecting the Bolivian capital, La Paz, to the Yungas region in the Amazonian forest – the road peaks at 4,650 metres (15,260 ft) at La Cumbre Pass, and then makes a steep decline to around 1,200 metres (3,900 ft).

Comparethemarket.com sent a team to experience the sinister road itself, using high-spec equipment they've created a 360° video which allows people to venture the depths of the Bolivian rainforest from their sofa. Using a GoPro Fusion, a true 360° action camera which uses two lenses, is mounted to the car in order to recreate the drive along the menacing road. The team also used drones to capture birdseye footage of the beautiful Bolivian



WHEELS-ALIVE!

www.wheels-alive.co.uk

rainforest which surrounds the Yungas region.

If you want a thrill, Google Cardboard or owners of other VR headsets can immerse themselves in the full experience and feel like they're really there - without the risk of death!

The world's most dangerous road...

**Experience the most
DANGEROUS ROAD
in the world**

North Yungus Road in Bolivia - more commonly known as Death Road - is the most dangerous road in the world. It begins at 15,400 ft, stretches for 40 miles and has been responsible for nearly 300 deaths in a year.

For the first time you can now experience Death Road from the safety of your screen - view through VR if you're brave enough!

[Experience 360](#) [Experience VR](#)

[Experience Behind the Scenes](#)

For more information or to view the 360° experience by comparethemarket.com, click [here](#).