

**TOO**RECORDS

The Music Project from Ross and Rocky Lynch

# ***THE DRIVER ERA***

Debuts New Single "LOW"

"LOW" Featured on Ross's Teen Party Playlist Takeover  
via Spotify - Stream [HERE](#)

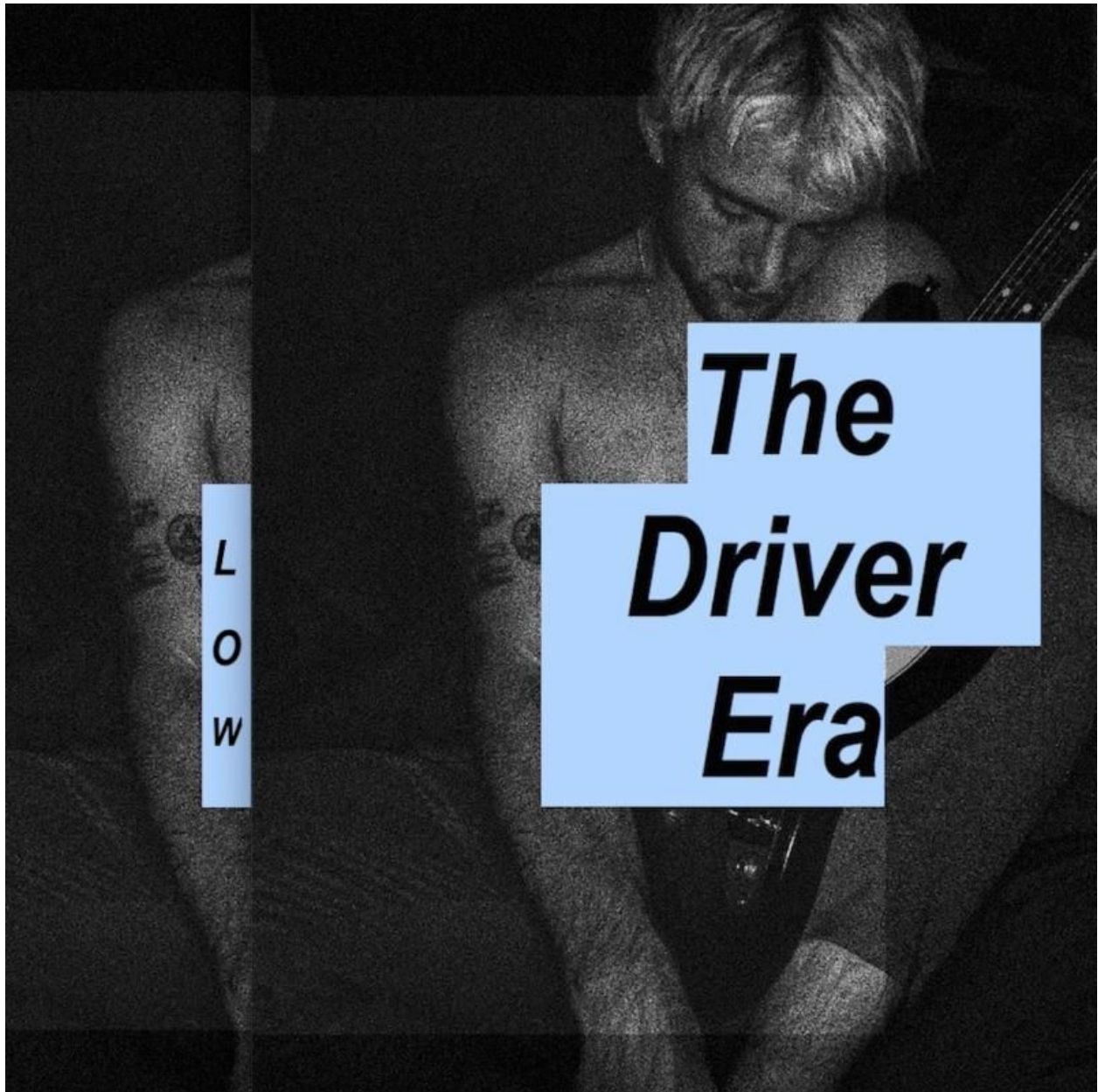
Ross Starring in Netflix's *The Chilling Adventures of Sabrina* - Out TODAY



THE DRIVER ERA, the much-buzzed about music project from brothers Ross and Rocky Lynch, have released their new genre-defying single "Low," out everywhere today. Written and produced by Rocky Lynch himself, the track premiered earlier this week on Consequence of Sound.

*"Groovy strums, smoky synths, and an urgent beat merge with atmospheric vocal effects that give Rocky's sultry delivery a depth that suits the song's tenderness."* - Ben Kaye, Consequence of Sound.

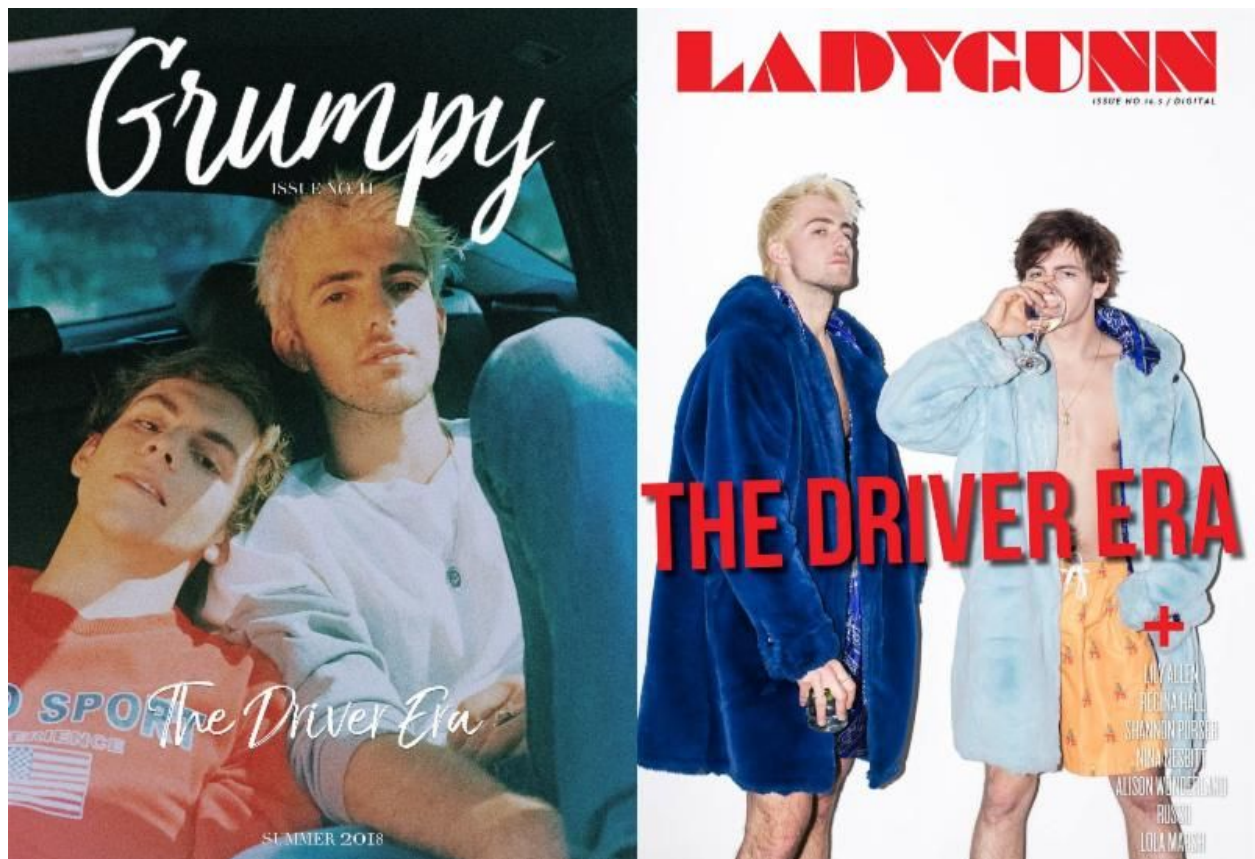
Stream "LOW" everywhere [HERE](#).



"Low" comes after the band's laid-back summer jam "[Afterglow](#)" and their pop-rock debut "[Preacher Man](#)." "Preacher Man" debuted at #15 and #21 on Billboard's Alternative & Rock Sales Chart, and currently sits at over 11 Million combined audio streams. Since its release, the band has graced the cover of both Ladygunn and Grumpy Magazine, and have earned praise from V Magazine, Cosmopolitan, Live Nation's Ones to Watch, Elle Magazine and more.

"Combining Alt-Rock with EDM and hints of trap produced beats, their multifaceted take on pop music is sending them up the charts." - [Flaunt](#)

"Their new music feels fresh, alive and bursting with flavor." - [Paper](#)



The Driver Era played a few festival dates over the summer, including 107.7 The End Summer Camp, and most recently Jay-Z's Made in America Festival. The band will play [Florida Man Music Festival](#) in Orlando on 11/30 with Weezer, Young The Giant, Bishop Briggs and more, and will share the stage with the likes of Panic! At The Disco, Sublime and more at [Riptide Music Festival](#) on 12/1 in Fort Lauderdale, FL.

**About The Driver Era:**

Like the band name, the music of The Driver Era captures a certain classic feeling while looking toward tomorrow. With the two brothers, Ross and Rocky Lynch, writing, performing, and producing most of the tracks, their stylistically unpredictable pop also conjures up every romantic association with heading out on the open road: limitless possibility, the thrill of escape, a refusal to stay in one place for any real length of time.

On their debut single "Preacher Man," The Driver Era channel their restless creativity into what's arguably one of pop music's most epic themes: the existential crisis. With its raw rock-and-roll energy and gospel-like intensity, the track unfolds in stomping rhythms, heavy piano riffs, and soulful vocals that slip from free-form confession to feral howl. But despite the spiritual undertones, "Preacher Man" telegraphs a weary desperation and uneasy lack of faith (sample lyric: "My mouth is just too damn dry to utter out a prayer").

"From the title you might think there's some kind of religious connotation there, but if anything there's more of an atheist quality to it," says Ross.

With massive hooks and immaculate production, songs like "Preacher Man" show the tight musicianship that Ross and Rocky have honed over the years in their longtime band R5—a five-piece whose self-produced 2017 EP *New Addictions* was praised as "full of sharply constructed pop confections" by *Rolling Stone*. It was during that band's recent worldwide tour, the two began dreaming up a new project that would allow them to explore their more experimental tendencies.

"We had a bunch of songs we'd been gathering for a while," says Rocky. Although they avoided restricting their vision to any specific sound or style, the duo did set some firm intentions for the new band: to create music without self-imposed limitations, and to always push for sonic innovation.

In between polishing off the new songs—and getting a jump on making remixes for that material—The Driver Era have completed their first video with the gritty and cinematic cut for "Preacher Man." Shot in a seedy motel and partly lit in the lurid glow of a neon crucifix, the video delivers a bit of bleary hedonism and showcases Ross's acclaimed acting chops (he recently drew raves for his title role in the serial-killer biopic *My Friend Dahmer* and currently stars in Netflix's *The Chilling Adventures of Sabrina*). And when they're not actively creating, the two are often out riding around, listening back to mixes and working out song ideas, constantly expanding what's possible in The Driver Era.

"A while ago I was reading a book that talked about how if you and a person are able to connect deeply enough, you almost form a third consciousness," says Ross. "I think Rocky and I have that on some level. I don't think either of us has felt so creatively charged up in a long time, and it's just a really cool feeling. The whole thing's opened up our minds in this amazing way."

**For more information about The Driver Era**

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**FOR INQUIRIES PLEASE CONTACT:  
RACHEL MARTIN - RACHEL@CORPTA.COM**