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SUBARU OF AMERICA CONFIRMS PLAN TO RELEASE LIMITED EDITION MODELS TO COMMEMORATE 50TH ANNIVERSARY

Cherry Hill, N.J., Nov 21, 2017 - At an automotive media lunch in N.Y. today, Jeff Walters, Subaru of America VP of Sales, confirmed the company's plan to release limited edition models to commemorate its 50th anniversary next year. Each vehicle in the Subaru line-up will offer a 50th anniversary edition. The editions will feature a new, common color which will be based on a high-level trim and will come with special badging.

Subaru of America was founded on February 15th,1968, and operated for a short time from Balboa Park, CA, before moving to the Delaware Valley where it has had its home for almost all of its 50 years. Leading up to its 50th anniversary, the company is enjoying close to a decade of consecutive year-over-year sales growth, besting any other auto brand, and is expected to close 2017 with sales of over 650,000.
More details on the limited-edition models will be made available at the debut at the Chicago International Auto Show in February 2018.

About Subaru of America, Inc.
Subaru of America, Inc. (SOA) is a wholly owned subsidiary of Subaru Corporation of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 620 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive, Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the Subaru Love Promise,which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than $120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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