



Media Information

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Subaru Of America Named Ogilvy Award Winner By Advertising Research Foundation

Subaru Takes Home Silver Award for 'Subaru Love Campaign' at 2011 ARF David Ogilvy Awards for Excellence in Advertising

Cherry Hill, N.J., Mar 30, 2011 - Subaru of America, Inc. was honored with the Silver Award at the 2011 Advertising Research Foundation (ARF) David Ogilvy Awards for Excellence in Advertising. The awards, named after advertising legend David Ogilvy, are given to companies that produce research-driven, successful ad campaigns. Subaru won for the "Subaru Love Campaign," which celebrates the legendary love that is felt by so many Subaru drivers about their vehicles.

"We're honored to be recognized with the David Ogilvy Award," said Tim Mahoney, chief marketing officer, Subaru of America, Inc. "Our partners at Carmichael Lynch and Harris Interactive were instrumental in this achievement." The campaign, which led to the tagline "Love. It's What Makes a Subaru a Subaru," was informed by in-depth research and supported by continuous evaluation that provided insight for future strategies.

The ARF David Ogilvy Awards honor extraordinary and/or creative uses of research in the advertising development processes of research firms, advertising agencies and advertisers. The winning campaigns provide a keen understanding of how research can be used to create powerful, profitable campaigns.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers 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. For additional information visit www.subaru.com.

About the Advertising Research Foundation (ARF)

Founded in 1936 by the Association of National Advertisers and the American Association of Advertising Agencies, the ARF is dedicated to aggregating, creating and distributing research-based knowledge that will help members make better advertising decisions. ARF members include more than 400 advertisers, advertising agencies, associations, research firms, and media companies. The ARF is the only organization that brings all members of the industry to the same table for strategic collaboration. In 2011, the ARF celebrates its 75th Anniversary as the industry's authoritative source of advertising knowledge. The ARF is located at 432 Park Ave. South, 6th Floor, New York, NY 10016 and on

the Web at www.thearf.org.