



# Media Information

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## **SUBARU "WORK PLAY LOVE" TOUR BRINGS ALL-NEW IMPREZA AND FRESH AIR THERAPY TO LIKE-MINDED COMPANIES ACROSS THE COUNTRY**

- Subaru "Work Play Love" Tour celebrates the balance of work and play
- Subaru invites workday warriors to take a break and assume active lifestyle personas

Cherry Hill, N.J., Mar 12, 2012 - Subaru of America, Inc. kicks off its new "Work Play Love" Tour by bringing the all-new 2012 Impreza and fresh air therapy breaks to like-minded companies and their employees.

"Subaru is visiting companies that are recognized for having a positive work-life balance," said Todd Lawrence, promotions and sponsorships manager, Subaru of America. "Our 'Work Play Love' tour is a recognition of those efforts and an invitation to come out and play."

Subaru and active lifestyle partners such as KEEN Footwear, Yakima and Trek will make more than 50 fresh air therapy stops at various companies across the U.S. Employees at these companies will enjoy outdoor games, a DIY trail mix station, product demonstrations, giveaways and more. "Work Play Love" was conceived for Subaru by NORTH, brand communications agency based in Portland, Oregon.

"More and more people are looking for ways to achieve life-work balance," said Rebecca Armstrong, principal and managing director at NORTH. "Subaru personifies outdoor play and, as such, is ideally positioned to serve this need."

### **Workday Warriors**

"Everyone has an inner adventurer waiting to get out and the all-new 2012 Impreza is the car to get you there. The 2012 Impreza is the most fuel efficient all wheel drive car in the country. Its fuel economy, durability and versatility make it the perfect vehicle for the active, adventurer in all of us," said Lawrence.

"Work Play Love" attendees can harness their inner adventurer by assuming one of three Impreza personas: The Balance Seeker, The Urbaner and The Fresh Air Follower. Each Work Play Love tour stop will feature an Impreza outfitted according to those lifestyle personas. Tour attendees can assume those lifestyle personas and engage with their associated products. For example, KEEN is offering attendees of all personas to take recess from work and join a game of tetherball or play corn hole.

At the Workday Warrior Photo Booth, tour attendees can choose from the dozens of products, props – including fake mud and snow – and themed backdrops to create a unique, fun photo. Their themed photos are then featured on a

custom iPad application where the Workday Warrior can generate emails with links to the photos. The persona photos live instantly on the web for download, sharing and uploading to Facebook.

See the Workday Warriors: <http://play.subaru.com/>

See the 2012 Impreza: <http://www.youtube.com/subaru>

Join the Dialog: [#subaruworkplaylove](http://www.twitter.com/subaru_usa)

Follow Subaru on Facebook: <http://www.facebook.com/subaruofamerica>

### **2012 Impreza Work Play Love Tour Personas**

The Balance Seeker finds harmony in the fresh air and on the yoga mat. While they are successful at their jobs, they never live to work. A typical Saturday might include a visit to the farmer's market, a walk with the dog and the tree pose in a nearby city park. In short, they know how to breathe.

Favorite Impreza features: fuel efficiency and moonroof

The Urbaneer is an explorer of both cement jungles and tucked-away neighborhoods. Come rain or shine, workload or deadline, they always make time to get out and play. Their car might be filled with flea market finds, bike tubes, restaurant guides and backpacks. That's because their curiosity cannot be contained and they are up for anything.

Favorite Impreza features: zippy handling and built-in Bluetooth

The Fresh Air Follower loves having a pack on their back and a challenge in their sights. Whether its mountain biking to a hidden spot or camping under the stars, they escape to the trees every chance they get.

Favorite Impreza features: all-wheel drive and major cargo space

### **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](http://www.subaru.com).