

Media Information



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Subaru Breaks Guinness World Record™

Subaru, in partnership with the Village of Itasca, breaks previous record for "Largest Parade of Subaru Cars" in the World

Itasca, Ill, Jul 23, 2013 - Subaru of America, Inc., in partnership with the Village of Itasca, has set a new GUINNESS WORLD RECORDS™ record for the "Largest Parade of Subaru Cars."

On Saturday, July 13, 2013, 371 Subaru owners from nine states broke the GUINNESS WORLD RECORDS™ record for the "Largest Parade of Subaru Cars" in the world. In addition to breaking the record, Subaru and parade participants supported two very worthy charities -- PAWS Chicago and Salute, Inc. Both organizations received \$5,000 to support their individual areas of philanthropy.

Subaru was the previous GUINNESS WORLD RECORDSTM record holder for "Largest Parade of Subaru Cars." Subaru set the record with 339 vehicles parading on a 4.2 mile route through Itasca, Ill. in 2009.

"This year we had 371 Subaru vehicles and even more attendees join us on this special day. Attendees expressed that participating in a GUINNESS WORLD RECORDS™ record was one of the items on their 'life list' and they were thrilled to be able to check this item off of their lists," said Tom Gehrke, regional manager for Subaru of America. "The best part of the event was being able to support the efforts of Salute, Inc. and PAWS Chicago."

"All of us at Salute thank Subaru for a great event. It was very well organized; we had a great time and are very grateful. Corporate support is essential to our organization and we appreciate all that Subaru has done for us," said Mary Beth Beiersdorf, founder and executive director, Salute, Inc.

"PAWS Chicago would like to congratulate Subaru for setting the Guinness World Record for the 'Largest Parade of Subaru Cars,'" said Rochelle Michalek, executive director Paws Chicago. "We were excited to be part of this record setting day and would like to thank Subaru for their generous donation that will go directly to saving the lives of more homeless pets."

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. 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 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 media.subaru.com.

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