

Media Information



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SUBARU CONFIRMS TEAM FOR 2014 GLOBAL RALLYCROSS CHAMPIONSHIP

Cherry Hill, N.J., Feb 5, 2014 - Subaru of America, Inc. has confirmed their return to the Global Rallycross Championship (GRC) for the 2014 season. Former three-time European Rallycross Champion and 2013 X Games Rallycross Medalist [Sverre Isachsen](#) will return to the team, along with [Bucky Lasek](#), one of the World's most iconic skateboarders, who began professionally racing with Subaru in 2012. Joining the squad at the X Games Austin round of the GRC will be action sports superstar [Travis Pastrana](#). The team will field [2014 Subaru WRX STI](#) Rallycross cars prepared by technical partner Vermont SportsCar.

"The sport of Rallycross continues to gain interest in the USA" stated Rob Weir, Motorsports Marketing Manager. "We're seeing GRC's proposed TV coverage and fan experience at events this season as a win-win. The turbocharged, all-wheel drive powertrain of a Rallycross car is extremely similar to a production Subaru WRX STI; so the sport, along with rallying, is the ideal platform to display the performance abilities of Subaru Symmetrical All-Wheel Drive."

Sverre Isachsen led the Subaru Rallycross program in podiums and total points last season. "I'm very happy to return with Subaru to GRC. We worked very hard to improve our results last season. This year I know we can win," stated Sverre Isachsen.

Bucky Lasek was awarded the prestigious GRC Sportsman of the Year last season; which is voted on by fellow GRC competitors. "I'm really looking forward to getting behind the wheel of my Subaru again, as well as working with such a devoted team," explained Lasek. "We gained momentum last season as we developed the STI for Rallycross; and 2014 looks to be a defining year for us!"

In addition to the Global Rallycross program Vermont SportsCar manages Subaru of America's efforts in the Rally America National Championship, where the team has won seven of the last eight Titles. Subaru recently announced the return of Travis Pastrana who joins defending Rally Champion [David Higgins](#) at Subaru Rally Team USA. Pastrana will also join Lasek and Isachsen at the GRC Round at X Games Austin in June.

The Subaru GRC team will start their season in the 2014 WRX STI that features a 600 horsepower, turbocharged [Subaru Boxer Engine](#) and [Subaru Symmetrical All-Wheel Drive](#), with plans to debut the all-new [2015 Subaru STI](#) later in the year. "We've had the new 2015 Subaru STI in our shop for some time now, and are deep into the development process on this new car," explains Lance Smith, Team Principal at Vermont SportsCar. "Our engineering team is

extremely impressed with the advancement in chassis and handling performance. Both our Rally and Rallycross cars will take a big evolutionary step in performance with this new design.”

The highly-praised [Subaru Launch Control](#) video series, which achieved over 11 million views in 2013, and gave racing fans a never before seen view into the [Subaru Rally & Rallycross programs](#), will return for a second season later this year. Subaru has also launched an all-new motorsports website at www.subaru.com/rally, offering expanded images and videos for motorsports enthusiasts.

The 2014 GRC calendar:

- May 17-18: Top Gear Festival, Barbados
- June 7: X Games, Austin, TX
- June 21-22: Washington, DC
- July 19-20: New York, NY
- July 25-26: Charlotte, NC
- August 2-3: Detroit, MI
- August 22-23: Daytona, FL
- September 19-20: Los Angeles, CA
- September 26-27: Seattle, WA
- November 5: Las Vegas, NV

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.

Additional information and news from Subaru is available at www.media.subaru.com.