



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

## CHIMANI AND SUBARU LAUNCH FREE MOBILE APP TRAVEL GUIDES FOR NATIONAL PARKS

*App developer seeks to help reduce waste by replacing traditional park guides with mobile app*

Portland, Maine, Jun 1, 2016 - Chimani, Inc., in partnership with Subaru of America, has announced the launch of 59 mobile app travel guides – one for each of the 59 iconic national parks – in celebration of the 2016 National Park Service Centennial.

The national park apps by Chimani not only serve as a powerful park navigation tool to help visitors explore some of the country's most beautiful areas, but also eliminate wasteful paper guides that end up in waste landfills. Subaru has partnered with Chimani to support the development of these new apps and to help educate visitors on the importance of reducing waste in national parks.

"We began developing the national park apps in 2010 to address the need for better access to park information, while also understanding the cellular connectivity issue most parks face," said Kerry Gallivan, CEO and Co-Founder of Chimani, Inc. "Each of our national park apps includes curated, original content covering hiking trails and unique points of interest, park facilities, and more; along with GPS-enabled maps that work without a cell or Wi-Fi connection."

"We're extremely excited to release the remaining national park apps," said Gallivan. "Our tremendous partners at Subaru have lead the way for waste reduction in parks, and by replacing paper travel guides, Chimani will help them accomplish this goal."

Subaru, a premier partner of the National Park Service Centennial, is deeply committed to protecting the environment and helping keep U.S. national parks beautiful. The company operates the first automotive assembly plant in America designated as zero landfill (Subaru of Indiana Automotive, Inc.), which has also been named a Backyard Wildlife Habitat by the National Wildlife Federation. Subaru is sharing its zero landfill expertise to help the national parks find ways to reduce waste and educate consumers on how they can help.

"As we enter the one hundredth year of the national parks, Subaru remains as committed as ever to help park visitors make the most of their trips to our national treasures, while also educating them on the need to keep them clean and beautiful for the next generation," said Alan Bethke, senior vice president of marketing at Subaru of America. "Chimani is a terrific partner that offers Subaru the opportunity to do both through their new national park apps."

Each of the 59 national park apps and the flagship National Parks app by Chimani, which includes an overview of all 411 national parks, are available for free download in the [App Store](#), [Google Play](#), and [Amazon Appstore](#).

About Chimani, Inc.

Chimani, Inc. ([www.chimani.com](http://www.chimani.com)) creates apps for national parks and the outdoors. Chimani's growing suite of apps

includes guides to Acadia, Yosemite, Yellowstone, Grand Canyon, and all 59 National Parks. Chimani was recently chosen by Google to be one of nine app developers to partner in its new app-indexing program.

**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 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. For additional information, visit [media.subaru.com](http://media.subaru.com).