



Media Information

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New Subaru Dealership Appointed In Burlingame With Reputation Of Putnam Family

Putnam Subaru of Burlingame Now Open for Business; Grand Opening Festivities Underway Throughout July

San Francisco, Jun 29, 2009 - Subaru of America, Inc. today announced the opening of Putnam Subaru of Burlingame, located at 85 California Drive Burlingame, California. Situated in the heart of Burlingame's Auto Row, the new Putnam dealership will offer added convenience and additional service capacity to Subaru owners living in the nearby cities of San Francisco, South San Francisco, Daly City, San Bruno, Millbrae, Brisbane, and Pacifica. Putnam also owns and operates the Subaru Service facility at 640 O'Farrell Street in San Francisco.

"This is a tremendous opportunity for Subaru and the Putnam organization. While other automotive manufacturer sales are declining across the U.S., Subaru is gaining market share and increasing sales, due in large part to our fuel-efficient AWD line-up including the 2009 Forester, Motor Trend's Sport Utility of the Year, and our outstanding dealer network," says Jim Pernas, regional vice president. "We did a lot of market research to evaluate the potential before adding this new dealership in Burlingame. As the opportunity emerged for Putnam to open a Subaru dealership in Burlingame, we were convinced we had a winning combination in a convenient location."

Kent and Joe Putnam have been successfully representing automakers for more than three decades on California Drive in Burlingame. The Putnam team has distinguished itself as an outstanding automotive business in every aspect of vehicle sales, customer service, and owner loyalty. The team is active in the community and supports organizations such as the American Heart Association and one familiar to Subaru - the Ronald McDonald House. Subaru of America, Inc. recently donated a vehicle to the Ronald McDonald House of Southern New Jersey, located near the Company's headquarters in New Jersey.

Putnam Subaru of Burlingame will help grow Subaru's presence in the city of San Francisco and throughout the Bay Area with a professional sales, service, and parts operation. As a much-needed and requested customer convenience, loyal Subaru owners in the area can now receive factory- authorized service on Saturdays at the new Putnam Burlingame dealership.

"With our easy access to downtown San Francisco and the airport, Subaru in Burlingame is a natural fit and gives us a great opportunity to better service the many loyal Subaru owners in our backyard," says Dealer Principal, Kent Putnam. "In addition to our Service Facility on O'Farrell Street in the city, we're excited to now operate this new full-fledged Subaru sales, parts, and service dealership on California Drive in Burlingame. Our experience in this community and long-standing reputation makes Subaru a truly great investment for us."