



## Media Information

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### **New Subaru Dealership Appointed In Modesto California**

*Modesto Subaru is Now Open for Business*

Modesto, Calif., Oct 4, 2009 - Subaru of America, Inc. today announced the opening of Modesto Subaru, located at 230 Auto Center Court in Modesto. Situated right off McHenry Avenue, Subaru is the newest member of the Ted Stevens Organization and will offer added convenience and additional service capacity to Subaru owners living throughout Stanislaus, San Joaquin, and Merced Counties in the Central Valley including the surrounding communities of Turlock, Manteca, Stockton, Tracy and Salida.

"This is a tremendous opportunity for Subaru and the Ted Stevens Organization," said Jim Pernas, regional vice president, Subaru of America Inc. "While other automotive manufacturer sales are declining, Subaru is gaining market share, increasing sales and adding dealers, due in large part to our fuel-efficient AWD line-up which includes the all-new 2010 Legacy and 2010 Outback. We did a lot of research to evaluate our market potential before adding this new dealership point in Modesto. When a large, convenient facility on Auto Center Court became available to Ted Stevens, we were convinced we had a winning combination with Subaru in Modesto."

Ted Stevens has over a half a century of experience in the automotive business, with dealerships throughout Northern and Central California. In 1991, he added the Mercedes-Benz and Volvo franchises to his organization. Kelly Robinson, Vice President, has been at the helm of Modesto European for the past 15 years and is an integral part of Modesto European's success.

Robinson felt that Subaru was the perfect franchise to add in the Central Valley. "Subaru of America's commitment to producing safe, high-quality All-Wheel Drive vehicles matches our commitment to exceeding customer expectations," stated Robinson. He, along with his management team, will oversee the operations of the Subaru dealership.

"We are centrally located with the foothills nearby as well as the entire Central Valley, which gives us an excellent opportunity to better service the many loyal Subaru owners in our backyard," says Robinson. "We are excited to operate this newly authorized Subaru sales, parts, and service dealership and the location on Auto Center Court is perfect. Our experience in this community and long-standing reputation makes Subaru a truly great business partner for us and our community."