



## Media Information

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### READY FOR ANYTHING: SUBARU OF AMERICA SUPPORTS FALL CAR CARE MONTH

*Subaru Drivers to Enjoy Free Vehicle Diagnostic Inspections in October*

Cherry Hill, N.J., Sep 30, 2009 - Subaru of America, Inc. announced today that the company is endorsing the Car Care Council's *Fall Car Care Month*, a nationwide October program focusing on the importance of regular vehicle maintenance. Subaru's theme this year is "Ready for Anything," a nod to standard all-wheel drive on every Subaru model and the brand's legendary versatility. To celebrate the occasion, participating Subaru dealers are offering free vehicle diagnostic inspections to Subaru owners in preparation for the demands of winter driving.

A recent survey by the Car Care Council found that many of the vehicles checked lacked even the most basic maintenance: 38-percent of cars had low or dirty engine oil, 54 percent had low tire pressure, and 28-percent had inadequate cooling protection.

"Regular maintenance of your vehicle - no matter what you drive - is a good way to avoid breakdowns and ensure that you get where you are going this winter," notes Gary Palanjian, vice president of parts and service, Subaru of America, Inc. "We're pleased to join in with the Car Care Council's efforts to raise awareness of the importance of keeping your vehicle properly maintained."

During Fall Car Care Month, participating Subaru dealers, which is more than 95-percent of the dealer body, will be performing a thorough multi-point diagnostic checkup of all major operating systems, and owners will receive a written report of the vehicle's condition. Dealers may also offer other specials, such as instant rebates on brake pad service. For a list of participating dealers, consumers can visit [www.subaru.com](http://www.subaru.com).

#### **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 approximately 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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](http://www.subaru.com).

