



Media Information

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SUBARU LAUNCHES FIRSTCARSTORY.COM ALLOWING CAR LOVERS TO SHARE THEIR FIRST CAR EXPERIENCES THROUGH ANIMATED STORYTELLING

- First Car Story's proprietary technology allows users to direct, animate, relive and share their first car story, with the ability to tag friends and share across social platforms

Cherry Hill, N.J., Feb 23, 2012 - Subaru of America, Inc. announced the launch of its First Car Story campaign supporting the all-new 2012 Subaru Impreza. The campaign hub, FirstCarStory.com, features a groundbreaking animation generator that allows users to recreate their first car, tell their story, and see it turned into an animated video, which they can also set to music and narrate with their own voice. Through Facebook, Twitter, or email, users can share their video with family and friends throughout their social network.

"Everyone loved their first car, no matter how bad, beat up, or borrowed. That first car became a new chapter in life or a ticket to freedom and first car stories are often the most memorable stories we have," said Alan Bethke, director, marketing communications, Subaru of America. "The First Car Story campaign provides a creative outlet for reliving those unique, funny, unforgettable car experiences anyone who had a first car can relate to."

First Car Experience

Using pioneering text-to-video technology, FirstCarStory.com turns words and phrases into custom animations. The experience begins when the user lands on the home page, where they find the car generator; this allows users to create their beloved first car right down to the degree of damage the car may have incurred. Next the user cruises over to the story entry page to tell their story through text. The animation generator tool isolates key words to begin populating visuals that bring the story to life. Users can also select key words and phrases to highlight in their story.

The storyteller can then take the driver's seat and record a personal, vocal narrative to accompany the animation. Before publishing, the storyteller selects an appropriate soundtrack to complete the personalization of their video.

With this unique social experience, the storyteller is able to tag Facebook friends to include in the video. Once completed, the storyteller then can share and publish their directorial debut across social media platforms. The storyteller user community can even see how their stories share common elements with other stories.

2012 Subaru Impreza

"First car stories are really about loving a car and how it helped you live your life. The crux is that first cars are rarely

dream cars; most didn't last and some even let their owners down," said Bethke. "At Subaru we know the importance of having a car you can rely on, one that helps you lead a better, fuller life. The all-new 2012 Subaru Impreza is the best, 'first new car' choice. What better way to launch Impreza than to tap into those first car emotions by introducing it as the love that really lasts."

The all-new 2012 Subaru Impreza is a 2012 IIHS Top Safety pick and the most fuel-efficient all-wheel-drive vehicle in America at 36 MPG with CVT transmission. The sedan also boasts 30 percent more interior space than its previous version, without an increase in overall vehicle size and footprint.

"Fuel efficiency, durability – 96 percent of Subaru vehicles built in the last 10 years are still on the road today – and attractive pricing make the 2012 Impreza the smartest first new car you can buy," added Bethke.

- See the 2012 Impreza Commercials: <http://www.youtube.com/subaru>
- Tell your First Car Story: <http://www.firstcarstory.com>
- Join the First Car Dialog: http://www.twitter.com/subaru_usa #firstcarstory
- Follow Subaru on Facebook: <http://www.facebook.com/subaruofamerica>

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.

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