



Media Information

Subaru Of America, Inc.
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Subaru Donates Four 2010 Outback Vehicles To California State Parks

Cherry Hill, N.J., Dec 20, 2009 - **WHAT:** Subaru, the top performing automotive brand in 2009, is donating four new 2010 Subaru Outback vehicles to California State Parks on Monday, December 21. The vehicles will be leased to California State Parks for two years, at no expense to taxpayers. The Subaru Outback's will be used in California State Parks, including Silver Strand State Beach in San Diego; Bolsa Chica State Park in Orange; and Malibu Creek State Park in Los Angeles. One of the vehicles will be used in an outreach program that brings state parks to inner-city schools via satellite feed. This is part of Subaru's "Proud Sponsor" program with the State Parks.

WHO: Representatives from Subaru of America, Inc., will hand over the new vehicles' keys to officials from California State Parks, with representatives from Government Solutions Group, a company which facilitates marketing sponsorships between state parks and corporations.

When: December 21, 2009 11:00 AM

Where: Puente Hills Subaru 17801 E Gale Ave., City of Industry, CA 91748

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. In addition, 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.

California State Parks – Mission Statement

To provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation.

About Government Solutions Group (GSG)

Government Solutions Group is one of the country's leading marketing companies targeting the active lifestyle consumers. Through its exclusive consumer touchpoints, GSG reaches 730 million active lifestyle experiences each year, more than any other marketing opportunity in the U.S. The company facilitates marketing partnerships between state parks and corporate America with clients that include: Coca-Cola, General Mills, Nestle, Subaru, GEICO, Sport's Authority and others.