



Media Information

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Subaru Gears Up To Expand Its Presence In Arizona

State-of-the-Art Dealership to Open in Chandler, Arizona

Cherry Hill, N.J., Jun 14, 2009 - Subaru of America, Inc. today announces plans to open another facility in Arizona, the Subaru Superstore of Chandler. The company is gearing up to expand its presence as this is the second Subaru dealership planned to open in the coming year.

The Subaru Superstore of Chandler is slated to open November 2009 and will be staffed with thirty to thirty-five new employees.

"For us to make a \$10m plus investment decision to build a new dealership in today's environment, the brand had to be right for the market," says Bud Thurston, co-owner of the Subaru Superstore of Chandler. "Quite frankly, Subaru offers the complete package of what customers want... an incredible vehicle at a great price, uncompromised safety, long-term dependability, and a focused commitment to doing what's right for the environment. When you're the only automobile brand realizing sales gains in 2008, you're doing everything right. Subaru definitely gets it by delivering the perfect products at a tremendous value that connects with the market."

"We congratulate Bud Thurston and Richard Cvijanovich on the pending opening this year of the Subaru Superstore in Chandler," says Tony Graziano, southwest regional vice president for Subaru of America, Inc. "Their track record of providing excellent customer service is something that will be key in our expansion in this market. With the Subaru Forester named the Motor Trend Sport/Utility of the Year™ and all Subaru vehicles rated as Top Safety Picks, with very high residual values - we continue to gain market share in the Phoenix area. It is the right time to expand and we are with a conveniently located, state-of-the-art facility. We look forward to a long and successful relationship."

Developed under the Subaru Signature Facility Program, the new Subaru facility has a contemporary image that represents the progressive design and advanced technology of Subaru vehicles. The new dealership is a 38,000 sq. ft. facility. The exterior finishes include metallic surfaces, natural slate, and a sleek, all-glass view into the showroom. The curved front wall provides architectural interest.

The interior architecture provides high, open spaces with extensive sight lines between areas. Polished black floors and environmentally friendly in-ground lifts are featured in the facility as well as a mixture of both private and open spaces for all customer functions, including sales, service and waiting with wi-fi throughout.

The materials used throughout the interior of the facility include natural slate, cherry hardwood flooring, architectural glazing, granite surfaces, wood veneer furnishings, and leather upholstery, to express richness, authenticity and quality. The interior hosts many green amenities including sky lights, waterless urinals, automatic light switching, use of eco-friendly recycled materials, and the entire dealership has been constructed to meet and/or exceed LEED's building certification requirements.

About The Subaru Superstore of Chandler

The Subaru Superstore of Chandler is a family-owned and operated state-of-the-art dealership currently under construction in Chandler, Arizona. Situated on 7 acres within the Chandler 202 Auto Park, the 100 acre auto mall is home to major Asian-import brands. The Subaru Superstore will provide Phoenix's East Valley residents with the largest selection of new and certified pre-owned Subaru vehicles within the Southwestern U.S. once it opens for business on November 1, 2009.

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 nearly 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.