



Media Information

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Subaru Hands Over Proceeds From 'Share The Love' First-Of-Its-Kind Cause-Related Campaign

Automaker Donates \$4.6 Million to Five Charities at 2009 Chicago Auto Show

Chicago, Feb 11, 2009 - Subaru of America, Inc. today presented checks to the five charities involved in its "Share the Love" marketing campaign. Addressing media at the 2009 Chicago Auto Show, Tim Mahoney, senior vice president and chief marketing officer for Subaru, handed over checks in the amount of \$4.6 million.

"Share the Love" is a unique marketing campaign based on the love Subaru owners have for their vehicles and their desire to help worthy causes. The campaign ran from November 24 to January 2 and allowed Subaru new vehicle customers to select one of five charities to receive a \$250 donation from Subaru of America, following the purchase or lease of a new Subaru vehicle. The program was the first in what is expected to become an annual Subaru tradition and was one of the factors that contributed to Subaru's sales success in 2008, as the only volume brand to post a sales increase in the U.S.

The five charities participating in the program were; Boys & Girls Clubs of America, Habitat for Humanity International, Meals On Wheels Association of America, the National Wildlife Federation (NWF) and The American Society for the Prevention of Cruelty to Animals (ASPCA).

Based on research that shows Subaru buyers are more actively involved in charitable causes, the campaign was developed by the company's brand agency, Carmichael Lynch, to align that affinity to their vehicle purchase. Subaru dealerships across the U.S. also participated in the program by hosting events and projects in their local communities.

Speaking at the media event, Tim Mahoney said, "We are pleased that the program has worked so well. Not only did it help us to become the only volume brand with a sales increase in 2008, but it also benefited very deserving charities that are feeling the effects of recent economic troubles."

"Share the Love" featured TV, print and digital media components. More information on the program can be found at www.subaru.com.

About the Charities

For more than 100 years, Boys & Girls Clubs of America have been serving as passionate advocates for young people in our communities. Clubs provide a positive place for kids and teens to find supportive and caring adults who mentor, empower and inspire them to reach their full potential. www.bgca.org

Habitat for Humanity International is a nonprofit, ecumenical Christian housing ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built nearly 300,000 houses worldwide, providing simple, decent and affordable shelter for more than 1.5 million people.

www.habitat.org

Meals On Wheels Association of America (MOWAA) works every day with thousands of local Meals On Wheels programs and hundreds of thousands of volunteers who all share in the mission to end senior hunger. The organization provides the tools and information its programs need to make a difference in the lives of others. It also gives cash grants to local senior meal programs throughout the country to assist in providing meals and other nutrition services.

www.mowaa.org

National Wildlife Federation® (NWF) is America's largest conservation organization, inspiring Americans to protect wildlife for our children's future. NWF unites individuals from diverse backgrounds through a grassroots network of 4 million members and supporters, and is joined by 47 affiliated state wildlife organizations. National Wildlife Federation's programs educate and inspire people from all walks of life to protect wildlife and wildlife habitat. NWF focuses their conservation work in three areas: confronting global warming, restoring wildlife habitat and connecting people to nature. www.nwf.org

For more than 142 years, the American Society for the Prevention of Cruelty to Animals (ASPCA) has been dedicated to rescuing animals from abuse, introducing and enforcing more humane legislation, sharing resources with shelters across the country, and advancing the care of animals through their unparalleled expertise in medicine, behavior, toxicology and forensics. www.aspca.org

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 makes the best-selling All-Wheel Drive car sold in America based on R.L. Polk & Co. new vehicle retail registration statistics calendar year-end 2007. 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.