



Media Information

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Subaru Launches One-Of-A-Kind Infomercial

'Spokes Skunk' Reveals a Sparkling New Spot with Outback Detergent

Cherry Hill, N.J., Sep 29, 2009 - Subaru of America, Inc. has debuted a unique communication to support the launch of the company's 2010 Subaru Outback. The work features an infomercial on Outback detergent and a spokes skunk.

The infomercial, showing on www.outbackdetergent.com, is a parody of the advertising usually seen on retail selling television channels and highlights the ways owners of the all-wheel drive Subaru Outback use their vehicle to its fullest capabilities, and get dirty as they lead their active lives. With a wink to the prowess of many home shopping channel products, the spot shows how Outback detergent can remove even the toughest of stains in an amazingly short time. Listing its powers, Outback detergent promises to rid clothes of: cricket foam, pond scum, tree sap, squirrel residue, fish slime, volcanic ash, musk, raccoon prints, Russian dressing and aggressive perspiration. Visitors to the website can discover how to obtain their own bottle of the uniquely-formulated, environmentally-friendly detergent from their local Subaru dealer.

"Stinky" the spokes skunk was hired to bring a touch of the great outdoors to the commercial. Speaking from his studio trailer after filming, Stinky said: "I was thrilled to work with such a great outdoors brand as Subaru. There aren't too many roles for a working cartoon skunk since the days of the great Le Pew, so when this role came up I leapt at it. I am used to seeing Subarus on the trailheads where I live so I felt very at home with the brand. I hope to have the chance to work with Subaru again as long as I can work on controlling my scenting."

Coined as disruption marketing and developed by Subaru of America's agency of record, Carmichael Lynch of Minn., the infomercial is designed to expand the reach of the brand and will run in stores, on-air, on www.subaru.com and in targeted direct communication.

Kevin Mayer, director of marketing for Subaru said, "We wanted to extend the brand's reach while highlighting the core values of Subaru and also the Outback model. We have put in a lot of groundwork to significantly increase the consumer awareness of Subaru over the past 18 months and we are now taking this opportunity to break out and enjoy the brand's breadth a little bit, while at the same time getting our message across. We'd also like to reassure Stinky that his scenting wasn't too much of an issue during filming -- nothing that white vinegar and a mop couldn't fix anyway."

The website, www.outbackdetergent.com, also features "advice" from Stinky on stain removal and the formula for the wonder-detergent.

Stinky's voice coach was celebrated animation voiceover artist Billy West of Futurama and Ren and Stimpy fame. His wardrobe artist and stylist was J.J. Sedelmaier, animator for Saturday Night Live.

The company has enjoyed sales success with its new 2010 Legacy and Outback models, was the only full-line manufacturer to post a sales increase in 2008 and continues to be one of the few to do so for 2009, posting an all-time sales record in August.

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.