



Media Information

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Subaru Of America, Inc. Promotes Thomas J. Doll To Chief Operating Officer

New position reflects importance of U.S. to Subaru global sales

Cherry Hill, N.J., Mar 17, 2009 - Subaru of America, Inc. today announced that Thomas J. Doll has been promoted to chief operating officer (COO). Doll, 53, has served as executive vice president and CFO for the past 15 years, during which time SOA achieved a sales record in 2006 and in 2008 stood as the only volume brand in the U.S. to post a sales increase. By December 2008 the Company had also seen its market share grow to 1.9%, a 25-year record. In addition to the COO position, Doll will retain his role as executive vice president and CFO.

Mr. Tomohiko Ikeda, chairman, president and chief executive officer of SOA said: "The U.S. is Subaru's largest market world-wide and the position of chief operating officer is vital as we seek to continually improve the operations and processes of our U.S. business. Tom understands SOA and its operations very well and I look forward to his contribution as he brings his experience to this new position."

Doll joined SOA in 1982 and from 1985-1988, he was the manager of treasury operations. In 1988 Doll was promoted to director of treasury operations and then to director of accounting one year later. In 1991, he became vice president of business and strategic planning. From that position, he was promoted to CFO, responsible for business and strategic planning, budgeting, controller functions, accounting and financial reporting. Prior to joining SOA, Doll was employed at

Arthur Young and Company.

Doll received a bachelor's degree in accounting from Villanova University and a master's degree from Drexel University. He is active in several financial organizations including the American Institute of CPAs.

In a related move, Tim Colbeck, 45, is promoted from vice president, sales to senior vice president, sales and also assumes responsibility for vehicle logistical planning. Additionally, Tim Mahoney, 52, senior vice president and CMO assumes responsibility for Customer Relations and Loyalty.

For additional information about Subaru of America, Inc. and Subaru vehicles, visit our media website at www.media.subaru.com.

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.