



Media Information

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Subaru Of America, Inc. Announces 9 More Zone Offices

Record-Setting Sales are Backdrop for New Organization

Cherry Hill, N.J., Sep 16, 2009 - On the heels of three months of record-setting sales, Subaru of America, Inc. (SOA) has announced it will introduce nine new "Zone Offices" to its U.S. operations in the coming months, bringing the total number of SOA zone offices to 12.

Structured to provide more localized market presence and greater dealer support, SOA successfully introduced zone offices in Costa Mesa, Calif. and Plano, Texas in 2007 and added a third office in Columbia, Md. in early 2009.

Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. said, "We have made great strides over the past few years improving our performance in a challenging marketplace. We have our best ever product line-up, a marketing strategy that is successfully building the brand and increasing dealership traffic, and we are continually improving our dealer network. The increase in the number of SOA zone offices will allow us to work even more closely with our dealers and help us meet our medium and long-term business goals and sales objectives."

The 12 zone offices will report to three regional hubs. Subaru East (Westampton, N.J.) will support zone offices for the Philadelphia metro, Baltimore/Washington, D.C., Atlanta and Orlando areas. Subaru Central (Itasca, Ill.) will support offices for the Chicago, Minneapolis, Columbus and Dallas areas and Subaru West (Aurora, Colo.) will support offices for the Denver, Portland, San Francisco/Sacramento and Los Angeles areas.

Announcements regarding details on the locations of the zone offices will be made at a later date.

The new offices are expected to be in operation by January 1, 2010.

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.