



Media Information

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Subaru Of America Announces Move For Southwest Regional Office And Parts Distribution Center

New Offices in Aurora, CO double size of existing facility

Cherry Hill, N.J., Feb 8, 2009 - Subaru of America Inc. today announced it has taken a long-term lease on a new property in Aurora, Colorado to house its southwest regional office, parts distribution and service training operations. The offices are currently housed in two buildings in Aurora and this move means that all operations will now be housed under one roof.

Subaru will be leasing 319,587 sq. ft. of property in the Aurora Commerce Center Business Park, doubling the size of its current facilities in the area. It is planning to sublet one-third of the property until there is a business need for the space.

The Company's southwest regional sales office is responsible for the daily sales, fixed operations and administrative activities for 60 Subaru dealerships located in Colorado, Utah, Arizona, New Mexico, Southern California, and parts of Nevada and Wyoming. Subaru was the only volume auto brand to post an increase in sales in 2008 and its southwest region is responsible for 13% of U.S. sales and enjoyed a strong year in 2008 with market share growing in some areas by over one-third.

The Company's southwest regional parts distribution facility serves dealers in 14 states throughout the Midwest and Southwest of the U.S. Sales of parts and accessories from this operation topped \$53.3 million in 2008.

Combined, the Subaru southwest regional office and parts distribution operations employ a total of 58 people.

"It had been clear for some time that we had outgrown our current facilities," said Tony Graziano, southwest regional vice president. This move allows us to expand our business as our business in the regions continues to grow. We are also pleased to be keeping our operations within the Denver area, which has been a solid Subaru market for many years."

Gary Palanjian, vice president of parts and accessories for Subaru of America Inc. explained, "By bringing all operations together, the new facility offers us increased efficiencies as we work to serve the growing number of U.S. Subaru customers."

"This expansion demonstrates our commitment to the growth of the Subaru brand in the U.S.," said Tom Doll, executive vice president for Subaru of America Inc. The new, larger facility will enable us to better serve our dealers and

customers in the region."

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.