



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

## OUTDOOR ENTHUSIAST WINS BIG IN SUBARU SWEEPSTAKES

California Resident Rides Off with All-New 2019 Subaru Ascent SUV to Take on Next Adventure

Camden, N.J., Feb 22, 2019 - Subaru of America, Inc. today announced the winner of the [Subaru Ascent Sweepstakes featuring REI](#), who received a brand new 2019 Ascent SUV and REI Co-op camping prize pack. This past summer, Subaru and outdoor retailer [REI](#) hosted an adventure-focused experiential event series, during which attendees could opt-in to the [sweepstakes or mail in an entry](#). The winner, who was randomly selected from among the entrants, picked up the vehicle at Carlsen Subaru in Redwood City, California on February 14.

Nicole Fisher, a native of Mountain View, California, picked up her Subaru Ascent Touring SUV with her family in tow. The 23-year old was met by Carlsen Subaru General Manager Derek Huddlestun, who presented Fisher with her prize pack. A self-proclaimed adventure-seeker, Fisher recently moved to Lake Tahoe to spend more time pursuing her passion for camping and connecting with nature.

"Winning the Ascent is unreal. Subaru vehicles have excellent driving ability in the mountains, so I'm really looking forward to taking it out on all types of terrain and access trails," said Fisher. "Just last week it was -5 degrees in Tahoe, so I'm also really excited about the heated seats."

Fisher, who recently graduated from San Francisco State University as a pre-med major, is taking time to explore the great outdoors. She plans to use her new 3-row Subaru Ascent to camp in the Sierra Nevada mountains, as well as to kick off her latest hobby, split boarding.

Fisher was also awarded an REI Co-op camping prize pack, complete with:

- REI Co-op Grand Hut Six tent
- Five REI Co-op Helio Down 30 sleeping bags
- Five REI Co-op Trekker self-inflating sleeping pads
- Five REI Co-op Flexlite chairs
- Five REI Co-op Flexlite chair underquilts
- Two REI Co-op Camp Roll Tables

The [2019 Ascent](#) is the biggest Subaru ever built. Expanding on renowned Subaru strengths, the Ascent delivers an unparalleled driving experience with a spacious interior, comfortable and flexible seating options and a host of new

safety, driver assist and in-vehicle technologies.

For more information on the all-new Subaru Ascent, please visit [www.subaru.com/ascent](http://www.subaru.com/ascent).

**About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).