



Media Information

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Subaru Of America Anticipates Year-Over-Year Increase

Cherry Hill, N.J.x, Jan 1, 2009 - Subaru of America, Inc. today announced that it is anticipating a year-over-year sales increase for 2008 U.S. sales.

Through November 2008, Subaru was the only volume automotive brand with positive Y-T-D sales. Actual results are subject to final accounting and will be announced on Monday, January 5, 2009.

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.