



## Media Information

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### **Subaru Of America Set To Raise Up To \$5 Million For Charity While Establishing New All-Time Sales Record**

*Share the Love Campaign Lets Buyers Donate \$250 to One of Five Charities*

Cherry Hill, N.J., Dec 15, 2009 - Subaru of America, Inc. is at the halfway point in its December 2009 *Share The Love* Campaign and is on track to raise up to \$5 million for worthy causes as it donates \$250 to selected charities for every new car sold. The fundraising is happening while Subaru is achieving its best-ever U.S. sales, with officials predicting that 2009 will be a record year for the brand.

*Share the Love* began in 2008 as a unique marketing campaign based on the love Subaru owners have for their vehicles, combined with Subaru owners' tendency for having a desire to help worthy causes. The program ultimately delivered more than \$4.6 million dollars last year to five charities: Boys & Girls Clubs of America, Habitat for Humanity International, Meals On Wheels Association of America, the National Wildlife Federation (NWF) and The American Society for the Prevention of Cruelty to Animals (ASPCA).

For this year's campaign, which runs through January 4, 2010, Subaru of America executives, employees, and more than 100 Subaru dealers across the U.S. have teamed with *Share the Love* charities to create scores of local events. A sampling of *Share the Love* events includes:

- Subaru and the Irvine Animal Care Center hosted a "Home for the Holidays" pet adoption event on December 6 in Irvine, CA.
- Subaru of America, Inc. hosted the ASPCA® & National Wildlife Federation at the Bank of America® Winter WonderFest® in Chicago on December 11, in which animal lovers could speak with an animal behaviorist.
- Subaru executives and employees volunteered with executives at Meals on Wheels Association to create food pantry bags and serve lunch at a senior center in Philadelphia on December 14.
- Subaru will pick up hammers and nails with Habitat for Humanity on "Subaru Build Day," helping to build the first LEED-Certified housing development in Lynwood, CA on December 16.
- Subaru will join the Denver Broncos Boys & Girls Club on December 23, to support the club's annual holiday toy drive and party.

Subaru's record sales have been boosted by the introduction of the all-new, larger Outback, which was voted *Motor Trends* 2010 Sport /Utility of the Year, and the 31-mpg Legacy sedan model. Equipped with all-wheel drive as standard, the new models have set a blistering sales pace, with sales up in November over 100-percent from 2008. The company expects to achieve sales up 15-percent overall for 2009 - in an automotive market that will likely be down 30-

percent.

"Last year, we were extremely pleased to be able to donate, as directed by our customers, nearly \$5 million to our partner charities through our *Share the Love Event*," notes Tom Doll, executive vice president and COO for Subaru of America, Inc. "This year, we decided to really expand on the Share the Love idea, creating local events in step with our partner charities, which truly resonate with causes held dear to our customers."

**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](http://www.subaru.com).