



Media Information

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

SUBARU OF AMERICA SUPPORTS NATIONAL CAR CARE MONTH

Subaru Drivers to Enjoy Free Vehicle Diagnostic Inspections in April

Cherry Hill, N.J., Mar 30, 2009 - Subaru of America, Inc. announced today that the company is endorsing the Car Care Council's National Car Care Month, a nationwide April program focusing on the importance of regular vehicle maintenance. To celebrate the occasion, participating Subaru dealers are offering free vehicle diagnostic inspections to Subaru owners, emphasizing items that affect fuel economy and offering driving tips for optimizing fuel mileage. For a list of participating dealers, consumers can visit www.subaru.com/carcare or call 1-800-SUBARU3.

"April is always a good time to assess any needed maintenance or repairs resulting from winter driving, and to make sure your vehicle is ready for summer travel," notes Jim Sinclair, Vice President, Service, Subaru of America, Inc. "And in today's economy, the increased fuel efficiency and lower fuel costs that come with a well-maintained vehicle are more important than ever."

To help owners get the best possible fuel mileage, dealers will be performing the "MPG Inspection." While the vehicles will receive a thorough check-up of all major operating systems, the MPG ("Maintenance Preserves Gas") Inspection puts extra emphasis on the systems that directly impact fuel mileage. Drivers will receive a written report on the vehicle's condition plus helpful driving tips for maximizing fuel efficiency.

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.