



Media Information

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Subaru Sponsor Of 2009 Seek The Peak Fundraiser

400 hikers to climb to the 6,288-foot summit of Mount Washington for a great cause

Cherry Hill, N.J., Jul 22, 2009 - Subaru of America, Inc. will once again sponsor the Seek the Peak Hike-a-Thon, July 24-25. With every step, hikers will help raise money for the Mount Washington Observatory (MWO). In 2008, hikers raised over \$100,000 for the 77-year old non-profit organization.

"Sponsoring Seek the Peak is a great way for Subaru to interact with people that have an affinity for our products," notes Tim Mahoney, senior vice president and CMO, Subaru of America, Inc. "We know that our customers enjoy the types of educational activities offered through the Mount Washington Observatory and hope that our support has helped expand their educational offerings."

Subaru renewed its sponsorship with the Mount Washington Observatory in 2009. The brands are a good fit as Subaru customers are adventure seekers as are those who visit the legendary Mount Washington Observatory.

"Subaru's support means so much to the Observatory," says Scot Henley, Mount Washington Observatory Executive Director. "As a presenting sponsor of Seek the Peak and an underwriter of our educational programs, Subaru makes a real impact in the Observatory, year after year."

This year marks the seventeenth year of the Mount Washington Observatory sponsorship, which is Subaru's longest running non-profit partner. Subaru is the "Official Vehicle" of the Mount Washington Observatory and the observatory receives two vehicles from the manufacturer to support its mission in education and research.

As seen in the February edition of National Geographic Magazine, Mount Washington is home to some of the fiercest winter conditions on the planet. During summer, it is the pinnacle of the New England hiking scene, with several routes to choose from, unique above-tree line tundra and stunning views east to the Atlantic Ocean, north to Canada and west to the Adirondacks.

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 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.