



## Media Information

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### Subaru Sponsors The Philadelphia Flower Show For The Eighth Year

*The Company Will Have Two Displays Designed by Victory Garden Host, Jamie Durie*

Cherry Hill, N.J., Feb 26, 2009 - Subaru of America, Inc., premier sponsor of the Philadelphia Flower Show, will once again be teaming up with host Jamie Durie of the PBS show, Victory Garden. Durie will design two exhibits for Subaru titled; Subaru Gardener's Studio and Taste of Italy. A third exhibit designed by local landscape architect company, Ledden Palimeno, will be titled Welcome Home.

"Subaru is proud to continue its partnership with the Pennsylvania Horticultural Society and support the Philadelphia Flower Show," said Tim Mahoney, senior vice president and CMO for Subaru of America, Inc. "As most of our customers appreciate an active and outdoor-focused lifestyle, the show is a perfect fit for Subaru and its owners."

Returning for an eighth year as a sponsor, Subaru will contribute to this year's "Bella Italia" theme at the Philadelphia Flower Show with its unique displays. The Subaru Gardener's Studio, a great place to learn about gardening with scheduled presentations by gardening experts, will feature organic shapes with contemporary materials to create a layered, colorful display of textural plantings, while Taste of Italy is inspired by an Italian Villa, centered on a courtyard area enclosed by arches and framed by fruit and Cypress trees. Also displayed will be the environmentally-friendly 2009 Subaru Forester Partial Zero Emissions Vehicle (PZEV). The main feature, Welcome Home, will have skillfully orchestrated plantings which revive the time-weathered garden walls on display as a cascade of water flows gracefully from a waterfall with the Subaru Forester integrated into the setting.

Visit the Subaru booth at the show to receive a special "gardener's gift". For more information on the show, visit [www.theflowershow.com](http://www.theflowershow.com).

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

