



Media Information

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Subaru'S Sponsorship Of New Jersey Motorsports Park Hits High Gear

Subaru of America Looks Forward to Subaru Road Racing Team's 'Home Track' Return on May 1-2

Cherry Hill, N.J., Apr 21, 2009 - When the green flag drops and the #111 Subaru Legacy 2.5GT spec.B race car roars across the starting line at next month's Grand-Am KONI Sports Car Challenge race at New Jersey Motorsports Park, there will be more cheering than usual for the two drivers of the Subaru Road Racing Team. This race, the third of the season, will take place May 1-2, virtually in Subaru of America, Inc.'s backyard. Provider of the official automobile and pace car for the racing facility, Subaru's U.S. headquarters is located in Cherry Hill, New Jersey, within an hour's drive from the track -- and many Subaru employees will be making the quick trip to cheer on drivers Kristian Skavnes and Andrew Aquilante.

"We are looking forward to watching the action and supporting the Subaru Road Racing Team at what we've come to think of as our 'home track'," says Tim Mahoney, senior vice president and chief marketing officer, Subaru of America, Inc. "Becoming a sponsor of New Jersey Motorsports Park made sense on many levels. We are the only automaker in southern New Jersey; we now have easy access to a wonderful motorsports venue; and since we've always made vehicle performance a top priority, there's a little bit of racer in each of us at Subaru."

Subaru's sponsorship of New Jersey Motorsports Park includes pace cars in the form of its high-performance, turbocharged, All-Wheel Drive Impreza WRX STI cars while Subaru of America gains access to the facility for promotional, marketing and advertising needs.

Adding to the excitement at the early May action is that the Subaru Road Racing Team currently leads the Drivers' Championship in the Grand-Am KONI Sports Car Challenge. After the first two races of the season, Skavnes and Aquilante are tied for most Drivers' points, and Subaru Road Racing Team is tied for top Team points in the series.

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.

