



Media Information

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Subaru To Hold WRX Games

One full day of heart-pounding, jaw-dropping, hands-on Subaru driving fun

Cherry Hill, N.J., Jul 29, 2009 - Subaru of America, Inc. will hold the ultimate Subaru driving experience at The Fairplex, Pomona, Calif., on August 1, 2009. The Fairplex will play host to the fanfare and festivities that put you behind the wheel, on the track and in the center of the action for an unforgettable ride. Pre-registration gives you the opportunity to win Subaru prizes such as Subaru Rally Gear. Register at www.subaruwrxgames.com.

"We're excited to host the WRX Games as the Subaru Rally Team USA readies for another X Games rally," said Todd Lawrence, promotional and sponsorship manager, Subaru of America, Inc. "The event will allow owners, as well as non-owners, to experience what it's like to be part of the Subaru community."

The day's festivities will include:

- 2010 Legacy 2.5GT Driving Experience: The custom course lets you experience the superior handling of Subaru's standard Symmetrical All-Wheel Drive system and other performance features for a drive-induced rush that is all Subaru.
- Subaru Freestyle Gymkhana: Earn WRX Games bragging rights as you drive alongside a professional driver and compete against other guests in this timed driving competition.
- Subaru Game On: Offering cool AC comfort, this tent is wired with Subaru racing video games, where you will race against the clock as well as opponents.
- Need for Speed: You're in control as you race remote-controlled model Subaru cars around a rally stage, complete with jumps and tire-shredding turns!
- Gone To The Dogs: We are not forgetting your four-legged friends. In the Subaru doggie tent we're serving up plenty of fresh, cold water and loads of treats, as well as free bandanas that let your pooch look cool and feel the Love.
- Subaru Car Show: Enter your Subaru and compete to win Subaru Rally Gear, Subaru reward dollars and other great prizes. Awards will be given in multiple categories.
- Driving Demos by Subaru Factory and Guest Drivers: Watch some unforgettable demonstrations by professional Subaru racing drivers as they run their race-tuned rides through their paces. Ken Block is confirmed to drive his Gymkhana 2 vehicle. Stephan Verdier and Kristian Skavnes are also scheduled to appear.

The WRX Games will take place Saturday, August 1, from 10-4 p.m. at the Fairplex, 1101 W. McKinley Ave, Pomona, Calif. This event is free to the public and is a pet friendly festival. Guests are encouraged and welcomed to bring their

dogs. Visit www.subaruwxgames.com for more information.

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.