



Media Information

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THE NEW 2024 WRX TR WILL DEBUT AT SUBIEFEST FLORIDA ON OCTOBER 7TH

Camden, N.J., Sep 27, 2023 - Subaru of America, Inc. today announced the sharper and more enthusiast-focused 2024 WRX TR will debut at Subiefest Florida with the help of Travis Pastrana, Subaru Motorsports USA driver and extreme sport icon, and Bucky Lasek, legendary professional skateboarder and rallycross driver.

Subiefest Florida is the largest annual gathering of Subaru enthusiasts in the state and takes place at Daytona International Speedway, Daytona Beach, Florida on Saturday, October 7.

The event includes opportunities for fans to drive their own Subarus on specially designed autocross courses and test themselves while gaining valuable driving experience. Subaru will present a curated showcase of vintage and special edition vehicles, as well as Subaru Motorsports USA rally cars and Gymkhana display models. In addition, participants (registration required) and spectators will have the opportunity to enjoy an All-Subaru Car Show.

For more information, please visit: <https://www.subiefest.com/florida/>

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).