



Media Information

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All-New Subaru Impreza To Make Global Debut At New York International Auto Show With A "3-D" Reveal

- Public Invited to Watch Live Stream Reveal of Most Fuel Efficient All-Wheel Drive Car in America* -

Cherry Hill, N.J., Apr 10, 2011 - Demonstrating the outdoor, active lives of its customers, Subaru of America, Inc. will debut the all-new Subaru Impreza at its New York International Auto Show news conference via 3-D video. In a show first, conference attendees will don 3-D glasses to experience the lives of Subaru owners – from mud running, to yoga, to car driving – as its new model is revealed to the world. The automaker will also share the global reveal live with the public in "2-D" on Subaru.com.

Marking its best sales in company history, Subaru's April 20 news conference will take place (time to be determined) on the floor of the Jacob Javits Convention Center in New York City. Media will watch the all-new Impreza come to life in 3-D, hear from Subaru leadership and be the first to see the 2012 Impreza 4-door and 5-door models.

Subaru fans not attending the auto show can watch the live news conference and unveiling at Subaru.com. Subaru will also address fans' questions during a live question-and-answer session the same day (time to be determined). The "Q&A" will be streamed on the 2012 Subaru Impreza Facebook page. Enthusiasts can submit their questions about the 2012 Impreza – the most fuel efficient all-wheel drive car in America* – on Facebook throughout the day.

"This distinctive idea helps us communicate that the 2012 Subaru Impreza is designed especially for people who enjoy an active lifestyle," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "The 3-D news conference and live streams will help us share an exciting day for our brand and our franchise with the media, our loyal customers and fans -- in a uniquely Subaru way."

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 more than 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.

*Manufacturer's estimate.

