



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Bill Cyphers Named Sr. Vice President, Sales For Subaru Of America

Record-Setting Company Names Seasoned Executive to Lead Sales Team

Cherry Hill, N.J., May 11, 2011 - Subaru of America has announced that Bill Cyphers has been named sr. vice president, sales. Cyphers is a seasoned member of the SOA executive team and has held a number of executive positions at Subaru. Most recently Cyphers was the regional vice president at SOA's Eastern Region. Prior to that Cyphers held separate vice president positions in sales, sales operations, marketing, distributor operations, and other regional locations. Cyphers began his career with Subaru in 1984. Prior to Subaru, Cyphers worked for the Ford Motor Company and is a graduate of Michigan State University.

In a related move, Mike Hafertepe moves from regional vice president, Central Region to replace Cyphers as regional vice president, Eastern Region. Hafertepe has been with Subaru for over ten years and was previously at Nissan. The open point for VP, Central Region will be filled shortly.

Also, Jeff Walters is promoted to vice president, field & distributor operations, reporting to Bill Cyphers. Most recently Walters was director, field & distributor operations and prior to that was a regional sales manager in Atlanta for SOA. Walters has worked in sales and marketing for Subaru since 1992. He began his career with Subaru as a management associate and holds an MBA from Indiana University and a BS from the University of Michigan.

Tom Doll, Executive Vice President, SOA said, "There's no doubt our success has shone a light on our people and while turnover is a natural part of any business it is sometimes more so when you are a successful one. We are aware of this, and we have a strategic plan to manage our employee base, and as well as develop our internal talent. It is because of that strategic planning that we have good bench strength within the SOA Sales organization and so we were able to act quickly to make this latest reorganization.

"Looking forward, our brand remains strong and in an excellent place in the market and these new appointments will help us remain focused on the continuing success of the all-new Impreza debut as well as our FYE 2012 opportunities."

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.