



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

Rocky Mountain High: Subaru Of America, Inc. Sets Up For Denver Auto Show Riding On Record Sales

As Auto Show Roars Into The Mile High City, Subaru Brings Interactive Cutaway Display and Record-Breaking Sales

Cherry Hill, N.J., Mar 22, 2011 - Subaru of America, Inc. today announced details on the Subaru vehicles that will be displayed at the Colorado Convention Center for the Denver Auto Show, March 30 – April 3. Subaru sets up for the show riding high on record sales both nationally and in the Denver area. Subaru celebrated a 20-percent increase from 2009 to 2010 in the Denver region, closely mirroring the company's 22-percent national increase in year-over-year sales. Last year, Subaru was also the third top-selling brand in Colorado.

Subaru's Denver Auto Show stand will spotlight 15 vehicles, including the 2011 Subaru Legacy. An interactive, cutaway display of the Subaru Legacy will give visitors an opportunity to experience the all-wheel drive midsize sedan's spacious interior and the internal layout of the Subaru Boxer engine. A second display will demonstrate Subaru's renowned symmetrical all-wheel drive – a standard feature in all current Subaru models. Visitors to the Subaru stand can also check out the 4-door version of the rally-inspired 2011 Subaru Impreza WRX STI, the company's performance flagship model.

"Those of us in the Denver area are lucky to have diverse geography, breathtaking scenery and countless beautiful days at our fingertips. Needless to say, we like to get outdoors, and Subaru vehicles are known for reliably getting drivers wherever they want to go to enjoy all that this area has to offer," said Tony Graziano, western region vice president, Subaru of America. "We're looking forward to the Denver Auto Show, where visitors will get the chance to see just why Subaru vehicles continue to set sales records."

Based on Polk US data, the Subaru Outback was the number one selling automobile in Colorado and top selling vehicle in Salt Lake City in 2010. National sales records were set for February by Subaru's Legacy, Outback, Forester and Impreza.

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. 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.

