



## Media Information

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### **So Long, Winter! Subaru Of America, Inc. Sponsors Philadelphia International Flower Show For 10Th Consecutive Year**

- Expert gardener to give gardening advice and show updates on Twitter

Cherry Hill, N.J., Mar 2, 2011 - Celebrating a decade of blooms, Subaru of America, Inc. is proud to mark its 10th year as sponsor of the Philadelphia International Flower Show, which runs from March 6 through March 13, at the Pennsylvania Convention Center. This year's theme, "Springtime in Paris," could not come at a better moment for snow-weary residents looking for a ray of sunshine.

"We have a long history with the Philadelphia International Flower Show, just as many of our consumers have a long relationship with us," said Tim Mahoney, senior vice president and chief marketing officer for Subaru of America. "This sponsorship is an extension of our support of the Pennsylvania Horticultural Society, of which many members are Subaru owners."

To mark its 10th anniversary as a sponsor, Subaru has designed three unique French-inspired displays that mix the beauty of flowers in their natural surroundings with the perfect vehicles to transport potting soil, seedlings and other gardening must-haves:

- In an outdoor park in Paris, a 2011 Subaru Legacy is surrounded by topiary dogs and children at play. Visitors strolling by can pose for a photo keepsake or stop for a rest at a park bench in the exhibit and watch a local artist paint the scenery during the Preview Party. The final work by the artist will be auctioned off to benefit Greensgrow Farms, another longstanding Subaru community partner.
- Gardeners can gather in the French bistro-themed Gardener's Studio area which hosts daily gardening seminars, including author Joe Lamp'l, presenting "Growing a Greener World," sponsored by Subaru on Monday, March 7 at 3 p.m. Visitors will enjoy their "Cafe Accolade" experience featuring a 2011 Subaru Forester. Here, Subaru owners attending the show can present their Subaru key to receive a special gift (while supplies last; one gift per family).
- For the feature exhibit, a 2011 Subaru Outback sits alongside "sunset hot air balloons." Here, visitors can learn about Subaru's recent safety and environmental achievements.

New this year, Subaru will partner with urban garden legend, Mary Seton Corboy, co-founder and chief farm hand of Greensgrow Farms in Philadelphia, to tweet live from the show. Twitter fans can follow the conversation @subaru\_life or join in at #subarugardens.

**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](http://www.subaru.com).