



Media Information

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SUBARU ANNOUNCES PARTNERSHIP WITH JACKSON HOLE MOUNTAIN RESORT

- Multiple Subaru Winter Events to be hosted at Eco-Friendly Resort

Cherry Hill, N.J., Jan 24, 2011 - Subaru of America, Inc. today announced its partnership with Jackson Hole Mountain Resort (JHMR), in Jackson, WY, through which Subaru will host three events in 2011 including the Subaru Freeskiing World Tour Qualifier and two Subaru Master the Mountain events. Jackson Hole Mountain Resort is known for its award-winning backcountry access, resort-based guide services and massive steeps. Located in Wyoming's Greater Yellowstone Ecosystem and Grand Teton National Park, JHMR maintains comprehensive environmental programs, pollution prevention plans and has achieved ISO 14001 certification with a commitment to reduce greenhouse gas emissions – one of only two U.S. ski resorts to achieve this distinction.

"Partnering with Jackson Hole Mountain Resort is a natural fit for Subaru," said Tim Mahoney, senior vice president and chief marketing officer, Subaru of America, Inc. "Subaru owners love winter fun, and JHMR has outstanding environmental initiatives that align with our environmentally friendly practices and respect for the environment."

"Jackson Hole remains the most magnetic destination for big mountain skiers in the United States," noted Zahan Billimoria, Communications Manager at Jackson Hole Mountain Resort. "Like Subaru, we actively pursue environmental sustainability and seek to respect the forests, wilderness and natural beauty around us."

Recognizing the importance of eco-friendly operations, Subaru of America produces partial zero emissions vehicles at the Subaru of Indiana (SIA) automotive assembly plant, the first automotive assembly plant to achieve "Zero-Landfill" status and the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation.

Subaru of America has also recently announced another record sales year for the brand with 263,820 units sold in 2010, which corresponds to an increase of 22% year-over-year and 50% in two years.

About Subaru Freeskiing World Tour:

Since 1998, the Subaru Freeskiing World Tour has been the premier competitive big mountain freeskiing tour in the world. Over the years, these competitions have helped launch the careers of skiing legends such as Kent Kreidler, Ingrid Backstrom, Seth Morrison, Hugo Harrison, and Reggie and Zach Crist. Competitors ski down steep terrain at high speeds over cliffs and rock exposure, combining speed, style and technique in their quest for the top podium spot. Live competition footage will be broadcasted to the blue Subaru Igloo and is also available on freeskiingworldtour.com.

About Subaru Master the Mountain:

Since 1995, the Master the Mountain series has helped promote safety on the slopes by conducting programs with

resort partners, ski patrollers, and ski and board instructors. At the base of the mountain, the blue Subaru Igloo at a Subaru Master the Mountain event is the hub of all activities. Mountain attendees have the chance to hone their skills with free mini ski and snowboard lessons, experience behind the scenes mountain tours, enjoy music, giveaways and games. as well as demo the latest Nordica skis. Subaru plays the latest ski movie from MSP Films and highlight footage from the Subaru Freeskiing World Tour and Northface Masters of Snowboarding competitions on our televisions in the Master the Mountain Igloo.

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.