



Media Information

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Subaru Launches Game Day Dog Walk Event For Super Sunday

- Subaru Celebrates the Love of Dogs with New Dog Tested. Dog Approved. TV Spots and Sponsorship of Animal Planet's Popular 'Puppy Bowl'

Cherry Hill, N.J., Jan 19, 2011 - Subaru of America, Inc., while enjoying an epic "tail" of record sales, once more separates itself from the pack of Big Game advertisers with its "Dog Tested. Dog Approved." campaign and the new Subaru Game Day Dog Walk Event. The walk event, held on "Super Sunday," February 6, is a healthy, active alternative to sitting on the couch for an all-day football-watching marathon – and a great way for dog owners to get outside and show their love for their four-legged friends.

As the showdown in Dallas approaches, dog owners can pledge to walk their dog on Game Day via Subaru.com, or on Subaru of America's Facebook page. Dog lovers who sign up and commit to get outdoors on the big day will see an up-to-the-minute tracker that streams a live count of the number of dogs walking across the country. Those who join on Subaru's Facebook page can also submit a picture and story of their dog for Subaru of America Facebook fans to read and enjoy. On Super Sunday, Subaru of America will take the road less traveled by other automotive companies by foregoing traditional Big Game advertising and sponsoring Animal Planet's "Puppy Bowl VII."

"We know that Subaru lovers tend to be dog lovers, with two-thirds of Subaru owners being pet owners, too – so the 'Dog Tested' initiative was created to highlight Subaru owners' love for their canine companions in an engaging, interactive way," said Brian Johnson, National Advertising Manager, Subaru of America, Inc. "What better way to show that love than to commit to doing something healthy and active – for dogs and their humans – during one of the most popular days for lounging on the couch."

Subaru of America has one of the highest dog-ownership rates among all automotive companies and will celebrate those who have participated in the Game Day Dog Walk Event by naming participants on Subaru.com and sending free MVP doggy gift packs to those who pledged to walk their dog on February 6, while supplies last. Free doggy MVP packs include Subaru-branded water bowls, Frisbees, plush stuffed animals, blankets, engraved dog tags personalized by Subaru of America and much more. The 2011 campaign also features new commercial spots – viewable on Subaru.com and on Subaru's YouTube Channel – where consumers can see Subaru's two favorite dogs, Olive and Zelda, driving around in the snow. The 'Dog Tested. Dog Approved.' campaign and Game Day Dog Walk Event also highlights Subaru's partnership with the ASPCA.

Pledge to walk your dog on game day at Subaru.com/dogs or Facebook.com/SubaruofAmerica.

Subaru of America 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 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.