



Media Information

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SUBARU LAUNCHES INTERACTIVE, VIRTUAL BROCHURE FOR 2011 OUTBACK

- New Subaru Outback Brochure Eco-Friendly

Cherry Hill, N.J., Jan 16, 2011 - Subaru of America, Inc., responding to the popularity of online browsing, has announced the new, industry-leading 2011 Subaru Outback dynamic brochure. This interactive, digital brochure allows consumers to electronically explore the 2011 Subaru Outback with a dynamic product presentation that includes 360-degree views, videos and interactive demonstrations. The brochure more fully engages consumers with the use of interior, exterior, paint and interior trim selectors, and allows them to customize their buying experience at Subaru.com, or as a download to a computer to save, share and pass around, the way shoppers might treat a traditional printed brochure.

The brochure builds on Subaru's already impressive environmentally friendly practices and will reduce the company's paper usage, energy consumption, inks and production waste. Beyond the environmental benefits, the brochure will offer consumers additional choices of how to get information and give them new, interesting ways to research, make comparisons, and experience the Subaru brand, and then share that experience with their family and friends.

Sondra Shiffer, Brochures Manager, explains, "Subaru is rolling out a full program of leading-edge, environmentally friendly dynamic brochures as consumers do more and more of their research online." Shiffer continues to explain, "The Outback brochure will be followed closely by versions for the new Forester and Impreza WRX/STI, with others planned in the near future."

Explore the 2011 Subaru Outback with the new dynamic brochure—cutting edge, interactive and eco-friendly. Get one. Subaru of America has 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.

