



Media Information

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SUBARU LAUNCHES IPAD APPLICATIONS FOR OUTBACK, FORESTER AND WRX/STI

- Consumers Gain Eco-Friendly and Interactive Car Shopping Option

Cherry Hill, N.J., Jun 5, 2011 - Responding to the popularity of mobile browsing, Subaru of America, Inc. has announced new iPad applications based on its 2011 model digital brochures. The free apps allow consumers to explore the 2011 Subaru Outback, Forester and WRX/STI on the iPad interface, with 360-degree views, videos and interactive demonstrations.

In the second quarter of fiscal year 2011, Apple sold 4.69 million iPads. In addition, 41 percent of U.S. adults noted shopping as a reason for interest in purchasing the iPad.(i) With consumers primed to shop on their iPads, Subaru's new apps enhance the auto research experience by offering trim simulators along with engineering and Subaru Symmetrical All-Wheel Drive feature demonstrations.

Alan Bethke, Director, Marketing Communications, Subaru of America, Inc. explains: "Car shoppers are researching everything from financing to auto insurance on their mobile devices. Making these apps available gives car shoppers a convenient and interactive way to explore Subaru vehicles and technology, and it also aligns with our environmental efforts."

The apps build on Subaru's environmentally friendly practices – such as its zero-landfill manufacturing plants – by reducing paper usage, energy consumption, inks and production waste. Beyond the environmental benefits, the iPad apps offer consumers additional choices of how to get information and give them new ways to compare models, experience the Subaru brand and share the experience.

The free apps can be downloaded to the iPad or iPad2. Shoppers can also use Subaru dynamic brochures for all models at Subaru.com.

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.

