



Media Information

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Subaru Launches Online Dynamic Brochure For 2012 Subaru Forester Subaru Launches Online Dynamic Brochure For 2012 Subaru Forester

- Dynamic brochure features detailed photography and 360-degree views
- Interactive features include demos, videos and color experimentation

Cherry Hill, N.J., Dec 4, 2011 - Subaru of America, Inc. today announced the roll-out of the 2012 Subaru Forester dynamic brochure, a unique online, interactive presentation of the confidence and capability of the 2012 Forester. The Forester mid-size SUV offers the combination of award winning safety, smart design, astounding versatility, and comes standard with Symmetrical All-Wheel Drive and a balanced Subaru Boxer engine for exceptional poise and capability to match its can-do flexibility and comfort. Customers can discover it all through this interactive brochure. The dynamic brochure features new, fully photographic exterior and interior 360-degree views that allow viewers to experiment with paint colors and interior trim. The brochure also features interactive feature demos, videos and comprehensive specifications.

The 2012 Subaru Forester dynamic brochure builds on the success of the industry-leading Dynamic Brochure program Subaru debuted in 2011, to give online audiences more content and more engaging choices for information, comparison and sharing. The program also continues to build on Subaru's already impressive environmentally friendly practices by reducing paper usage, energy consumption, inks and production waste.

"Subaru is excited to roll out the next generation of our leading-edge, environmentally friendly dynamic brochures for 2012. The Forester brochure launch will be followed closely by dynamic brochures for every one of our 2012 Subaru vehicles, including the all-new Subaru Impreza", said Sondra Shiffer, brochures manager, Subaru of America, Inc. This dynamic brochure can be experienced at <http://dbrochure.subaru.com/brochures/subaru.forester.2012/index.html>
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.