



Media Information

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SUBARU NAMED HEAL THE BAY CORPORATE 'SUPERHEALER' OF THE YEAR

- Nonprofit recognizes Subaru for its commitment to the environment

Cherry Hill, N.J., Feb 14, 2011 - Subaru of America, Inc. today announced it has been selected by the Heal the Bay organization as its 2010 Corporate "Superhealer."

Heal the Bay is a nonprofit that uses science, education, community action and advocacy to improve water quality and protect marine life in the Santa Monica Bay. Subaru, a company that already utilizes zero-landfill plants for all of its car production, has worked with the group in a number of ways to promote clean water programs in Southern California.

Subaru recently sponsored the group's fourth annual "A Day Without a Bag" program to encourage use of reusable totes in place of single-use plastic bags. Also, in conjunction with Heal the Bay's "Coastal Cleanup Day," Subaru donated \$50 from consumer test drives at various Southern California dealerships to the nonprofit. The company also recently donated a new 2010 Subaru Outback for live auction at Heal the Bay's annual gala fundraiser, "Bring Back the Beach."

"We enjoy helping our community and are really dedicated to maintaining an environmental policy that extends beyond just meeting environmental laws and regulations," said Mike Campbell, Subaru Western Zone Director. "We work hard to integrate sound environmental practices in all of our business decisions. We are honored to be chosen as Heal the Bay's Corporate Superhealer."

Subaru of America, which recently announced a record sales year for the brand with 263,820 units sold in 2010, an increase of 22% year-over-year and 50% in two years, through programs such as Heal the Bay and its Share the Love campaign, is dedicated to giving back to its communities.

About Heal the Bay

Formed in 1985, Santa Monica-based Heal the Bay is a nonprofit environmental organization making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. They use science, education, community action and advocacy to protect the ocean for the people who play, swim and surf in it, and for the animals that make it their home. With more than 12,000 members, Heal the Bay is one of the largest environmental groups in Southern California.

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.