



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Subaru Of America, Inc. Appoints Dean Evans As Chief Marketing Officer

-Record-setting Brand Looks to Continue Success with New Appointment

Cherry Hill, N.J., Jul 28, 2011 - Subaru of America, Inc. today announced the appointment of Dean Evans to chief marketing officer. Reporting to SOA chief operating officer and EVP Tom Doll, Evans will be responsible for the company's marketing, corporate communications and customer service operations. Evans will commence his position at SOA on September 7.

"We are very excited to have Dean join us," said Tom Doll. "Dean brings extensive experience in automotive marketing and sales and will give additional focus to our efforts to bring even more new customers to Subaru and to drive higher loyalty with our current customers."

Having spent half of his 23 year experience in digital, Evans brings to Subaru a strong focus on this area as well as a deep understanding of how digital and social outreach are strong drivers for today's consumers. Prior to joining SOA, Evans was CMO at Dealer.com, a leading automotive marketing solutions company and was also director of global customer relations for Jaguar Land Rover Aston Martin. Evans also worked previously for the Chrysler Corporation and as general manager at an automotive dealership.

Evans joins Subaru as the brand continues its record sales from 2009 and 2010 with sales up 5% year-to-date. The company will launch its all-new 36 mile-per-gallon Impreza later in 2011 and Evans will steer the launch of this vehicle as well as other models that will join the Subaru portfolio in 2012.

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.