



Media Information

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Subaru Of America, Inc. Appoints Rachele Damminger Manager Of Corporate Communications

Cherry Hill, N.J., Feb 24, 2011 - Subaru of America, Inc. today announced the appointment of Rachele Damminger to manager of corporate communications. Reporting to the director of corporate communications for Subaru, Damminger will be responsible for the company's business and lifestyle media relations as well as the company's social media efforts.

"Rachele is a great addition to our team," said Michael McHale, director of corporate communications, Subaru of America, Inc. "Her public relations, branding and cause marketing background create a solid foundation for the position."

Damminger joined Subaru after nearly five years in communications at Big Brothers Big Sisters Southeastern PA where she led the organization's brand repositioning rollout and public relations activities. Prior to her non-profit work, Damminger was the director of corporate communications for EwingCole, a national architecture and engineering firm. She began her career in public relations with Alta Communications in Philadelphia.

Damminger holds a master's degree in strategic communications and a bachelor's degree in communications from Villanova University. She resides in New Jersey.

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.