



# Media Information

Subaru Of America, Inc.  
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## **SUBARU OF AMERICA, INC. APPOINTS SHERIECE MATIAS MANAGER OF CORPORATE COMMUNICATIONS**

Cherry Hill, N.J., Sep 8, 2011 - Subaru of America, Inc. today announced the appointment of Sheriece Matias to manager of corporate communications. Reporting to the director of corporate communications for Subaru, Matias will be responsible for the company's business and lifestyle media relations as well as strategizing the company's social media efforts.

"Sheriece's industry knowledge, social media expertise and passion for story-telling makes her an excellent addition to team and perfect match for the Subaru brand," said Michael McHale, director of corporate communications, Subaru of America, Inc. "We have increased our sales by over 50% in the past few years and with important product launches coming up, Sheriece will help spread the word about our brand to both traditional and social media audiences as we look to break more records in the coming years."

Before joining Subaru, Matias was the corporate communications manager for Volkswagen Group of America, Inc. In this role, she oversaw the company's internal and external communications activities, social media campaigns, and corporate social responsibility program.

Prior to her work in the automotive industry, Matias was the publicist for Discovery Communication's Military Channel, HD Theatre and Investigation Discovery television networks. She began her communications career with The Boeing Company, working in the company's space and intelligence divisions in Virginia, California and Texas.

Matias earned her undergraduate degree from American University and master's degree in communications from Georgetown University.

### **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](http://www.subaru.com).