



# Media Information

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## SUBARU OF AMERICA TAKES ON THE UNPREDICTABILITY OF MOTHER NATURE

*-New Campaign Highlights Subaru Symmetrical All-Wheel Drive Through Digital, Mobile and Social Integration*

Cherry Hill, N.J., May 8, 2011 - Predicting Mother Nature is never easy, even for the best weather professionals. To help consumers, Subaru has launched a humorous new campaign, "The World's Worst Weatherman," to show that even when caught off guard by the weather, drivers can call on the confidence, safety and reliability of Subaru Symmetrical All-Wheel Drive to handle virtually any road condition.

Developed by Minneapolis ad shop Carmichael Lynch, Subaru of America's agency of record, the campaign uses TV spots, [Subaru.com](http://Subaru.com), the company's [Facebook page](#) as well as mobile applications and YouTube to help drivers in any region of the country understand the Subaru Symmetrical All-Wheel Drive advantage.

"Our newest campaign puts a comedic spin on the way we all plan our activities based on the weather," said Alan Bethke, director of marketing communication for Subaru of America, Inc. "The World's Worst Weatherman campaign brings the unpredictability of weather to viewers in a fun and amusing way – and most importantly, touts the value of Subaru Symmetrical All-Wheel Drive. In other words, the weather really doesn't matter if you drive a Subaru."

Vehicle shoppers can watch two Subaru-produced videos – both independently certified by the United States Auto Club – that demonstrate how Subaru's Symmetrical All-Wheel Drive outperforms the competition from Toyota, Ford, Nissan and Honda. The videos are available at [subaru.com/weather](http://subaru.com/weather), along with games such as "Conversation Starters," "Time Wasted" and "Weather Odds." Conversation Starters features alternative options for beginning discussions rather than the overused line, "So, how about that weather today?" Time Wasted calculates the amount of time a person spends worrying about the weather, based on age and frequency of weather chat. Weather Odds predicts the probability of a person encountering inclement weather in their current location.

Another game on [Subaru's Facebook page](#), "Forecast Showdown," allows fans to pit themselves against the actual forecast, as well as their friends' forecast predictions, to see who has the superior forecasting skills.

### 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).