



Media Information

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

Subaru Announces PUMA® As New Team Sponsor For Three-Car Global RallyCross Championship Program

- Subaru PUMA RallyCross Team line-up announced with drivers Dave Mirra, Bucky Lasek, and Sverre Isachsen

Cherry Hill, N.J., May 3, 2012 - Subaru of America, Inc. has announced the official sponsorship of sportslifestyle brand PUMA for the Subaru PUMA RallyCross Team. As part of the multi-year sponsorship agreement with Subaru, PUMA becomes the official supplier of team and racewear and an exclusive licensing partner to the team for footwear and apparel. As part of the team sponsorship PUMA has developed custom graphics for the three Subaru WRX STI program cars.

The Subaru PUMA RallyCross Team is the factory backed rally team for Subaru of America, Inc., managed by Subaru technical partner Vermont SportsCar. The all-star team consists of BMX legend and professional Rally athlete Dave Mirra; Professional skateboarder Bucky Lasek; and three-time European RallyCross champion Sverre Isachsen. The team will be competing in the six-round Global RallyCross Championship (GRC) series.

"I am stoked to have Sverre and Bucky join the team," said rally veteran Dave Mirra "Sverre has been an unstoppable force in European rallycross and will definitely be an asset to the team with his experience and talent. I have known Bucky for years on the X Games circuit, it is great to see another extreme athlete cross over to rallycross; his enthusiasm for racing and fearlessness should be great to watch."

Sverre Isachsen, aka The Viking Warrior, has been a motorsports addict his whole life. After competing in local autocross and rallycross events in his native Norway, he set his sights on the European RallyCross Championship. After a strong debut in 2002 he dominated the series and was crowned its champion in 2009, 2010 and 2011.

New to the team, 12 time X Games Skateboarding Vert Medalist Bucky Lasek, is no stranger to the world of automotive racing. Bucky has competed in the Mustang Challenge series as well as a handful of Porsche Cup races. He began intensive rally training at Dirtfish Rally School where he honed his all-wheel drive skills behind the wheel of a Subaru WRX STI.

The team will compete in 2012 Subaru WRX STI rally cars that have a fresh new look for rallycross featuring a unique Zombie Cat graphic. PUMA brings a fun and colorful design aesthetic that, when mixed with the adrenaline of the sport, is sure to excite drivers, fans, and spectators alike. Mirra, Lasek, and Isachsen will sport official fireproof PUMA racing suits emblazoned with Zombie Cat graphics, and a new performance-racing shoe called the PRX Subaru. PUMA will be releasing lifestyle footwear, tees, and accessories inspired by the team and rally cars beginning in June.

"The sportlifestyle that PUMA represents is a great fit for Subaru, owners, and motorsport fans", said Dean Evans, Chief Marketing Officer for Subaru of America, Inc. "We are pleased to align with another global brand, and one that will enhance the image and awareness of our rallycross team."

"Subaru builds incredible sports performance vehicles and in working with them, we were able to apply our creative design approach with the graphics and color application," said Antonio Bertone, Chief Marketing Officer for PUMA. "We are thrilled to be working with Subaru, they have a long, successful motorsports history that matches well with our brand."

Rallycross debuted in the United States at Summer X Games 16 in 2010. Modeled after the popular European sport of rallycross, the US version pits drivers against each other for side-by-side racing on surfaces that vary from dirt, asphalt and a 70-foot gap jump. Competitors progress through a series of timed heats to the final race where winner takes all. Multiple drivers start at once and fight for position in the final four-lap race. The GRC takes the best attributes of circuit, off-road, and rally racing that results in intense competition in venues that are fan-friendly.

The six-round 2012 GRC will be in venues across the United States including the Charlotte Motor Speedway, Texas Motor Speedway, New Hampshire Motor Speedway, Las Vegas Motor Speedway, and Summer X Games 18 in Los Angeles. GRC has teamed up with the NASCAR Sprint Cup Series, NASCAR Camping World Truck Series, and the IZOD IndyCar Series at popular racetracks to provide weekends of action-packed, racing excitement for the fans. ESPN will broadcast the races live, channel information and times to be released at a later date.

The first round of the GRC will be held at Charlotte Motor Speedway on May 26, 2012. For more information on GRC visit: <http://www.global-rallycross.com/>

For additional information about Subaru Rally Team USA visit: <http://www.subaru.com/rally>. Become fan on <http://www.facebook.com/subaruofamerica> and follow @subaru_usa and @srtusa.

For more information about PUMA and PUMA Motorsports visit www.puma.com/motorsports. Become a fan on <http://www.facebook.com/puma> and <http://facebook.com/pumamotorsport>. Follow PUMA on Twitter at @puma

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. 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.

About PUMA

PUMA is one of the world's leading Sportlifestyle companies that designs and develops footwear, apparel and accessories. It is committed to working in ways that contribute to the world by supporting Creativity, SAFE Sustainability and Peace, and by staying true to the principles of being Fair, Honest, Positive and Creative in decisions made and actions taken. PUMA starts in Sport and ends in Fashion. Its Sport Performance and Lifestyle labels include categories such as Football, Running, Motorsports, Golf and Sailing. Sport Fashion features collaborations with renowned designer labels such as Alexander McQueen and Mihara Yasuhiro. The PUMA Group owns the brands PUMA, Cobra Golf and Tretorn. The company, which was founded in 1948, distributes its products in more than 120 countries, employs about 11,000 people worldwide and has headquarters in Herzogenaurach/Germany, Boston, London and Hong Kong. For more information, please visit <http://www.puma.com>

"Subaru", "WRX STI", all model names, and the Subaru logo are registered trademarks of the Subaru subsidiary of Fuji Heavy Industries, Ltd, Japan.

Other trademarks and trade names are those of their respective owners.