



Media Information

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How Does Your Garden Grow: Subaru Of America, Inc. To Sponsor Northwest Flower & Garden Show

- Two Delightful Subaru Displays Echo Show's Fairytale Theme

Cherry Hill, N.J., Feb 21, 2011 - Subaru of America, Inc., is once again a sponsor of the Northwest Flower & Garden Show, February 23-27, at the Washington State Convention Center in Seattle, WA. The show's overall theme for 2011 is "Once Upon a Time...Spectacular Gardens with Stories to Tell."

"We are looking forward to our fourth year sponsoring the Northwest Flower & Garden Show," said Tim Mahoney, senior vice president and CMO, Subaru of America, Inc. "This is a great fit for our brand as Subaru owners typically enjoy getting outdoors – and for many, that includes working in their gardens."

Subaru's feature garden display, themed "The Endless Journey" is made with recycled materials and will be located in the convention center's soaring Skybridge. Visitors will enjoy the 2011 Subaru Forester, placed in an enormous fairytale storybook amidst live plantings. Continuing the storybook feel of the show, Subaru's second display gives a new twist to the beloved children's tale of Paul Bunyan, the legendary lumberjack. In this new garden, themed "Paul Bunyan Gets a Conscience," the giant woodsman replants a forest he once cleared, accompanied by a blue 2011 Subaru Forester standing in as his faithful companion, "Babe the Blue Ox."

"We are thrilled to have Subaru return as a sponsor this year," said Show Producer Terry O'Loughlin of O'Loughlin Trade Shows. "With Subaru's ongoing efforts to foster good stewardship of the earth, along with their owners' affinity for gardening – this partnership is a natural fit."

The 2011 Northwest Flower & Garden Show will feature 24 spectacular display gardens teeming with inspiring ideas for outdoor living, edible gardening, sustainability, and a host of other gardening interests. In the Marketplace, more than 300 exhibitors offer the latest tools and accessories for home and garden, as well as new plants, unique handcrafted wares, delicious specialty foods, and furniture and art for the garden.

Subaru owners who attend the show can present their Subaru vehicle key at the Subaru Skybridge garden exhibit to receive a special gift (while supplies last; one gift per family).

Subaru of America recently announced another record sales year for the brand with 263,820 units sold in 2010, which corresponds to an increase of 22% year-over-year and 50% in two years.

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.