



## Media Information

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### SUBARU OFFERS MOTIVATION FOR DRIVING SAFELY WITHOUT TEXTING

- Colorado Drivers Earn Avalanche Hockey Tickets for Pledging NOT to Text and Drive

Cherry Hill, N.J., Feb 24, 2011 - In order to promote safe driving in the Denver area, Subaru of America, Inc. has announced it will provide two complimentary Colorado Avalanche hockey tickets to any Colorado driver who takes the pledge NOT to Text and Drive.

As part of its regional "Subaru Saves Lives" campaign, Subaru is inviting Colorado drivers to visit one of seven participating dealerships before March 13 to sign a contract pledging NOT to text while driving. In return, dealers involved in the promotion will provide participants with a code to redeem two complimentary Colorado Avalanche tickets online.

The campaign follows Subaru's recent recognition by the Insurance Institute for Highway Safety (IIHS) as the only automotive manufacturer with a 2011 Top Safety Pick winner in every vehicle class it competes.

"Subaru vehicles are known for their safety," said Lee Grodsky, Subaru Denver Zone Director. "However, driver behavior is also a key factor in road safety and by asking drivers to pledge 'NOT to Text and Drive' we're hoping to promote even safer driving, reduce accidents and ultimately save lives."

Participating Subaru dealerships are:

- Mike Shaw Subaru – Thornton
- Go West Subaru – Golden
- Arapahoe Subaru – Englewood
- Flatirons Subaru – Boulder
- Shortline Subaru – Aurora
- Groove Subaru – Englewood
- Valley Subaru – Longmont

Subaru of America is the only major manufacturer to show sales increases for the past three years, with 2010 being a record year for the brand as customers continue to recognize Subaru vehicles' unique combination of all-wheel drive safety and performance as well as the brand's reputation for reliability and durability.

**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).