



Media Information

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Subaru Partners With KICKER® For Performance Audio Upgrades

Cherry Hill, N.J., Feb 22, 2011 - Subaru of America, Inc. announced today that it will partner with KICKER Performance Audio, a 30-year industry leader in mobile audio, to supply Subaru customers with original equipment (OE) upgrades for specific models. The high-performance Subaru audio upgrades made by KICKER are compatible with all 2008-2011 Impreza™ sedans, Impreza WRX™ sedans, 2011 WRX STI™ sedans, and all 2008-2011 Impreza, Impreza WRX and WRX STI 5-door™ vehicles with navigation or non-navigation audio systems.

"KICKER has been providing the industry with quality after-market audio accessories for many years," said Jay Gelletly, Subaru Accessories Marketing Manager. "We are pleased to offer another high quality upgrade for our vehicles that our enthusiasts will enjoy."

The audio system includes a 10-inch powered subwoofer in a molded enclosure made to fit in the trunk or cargo area of the specific model leaving plenty of trunk cargo space available. The subwoofer is powered by an integrated 100-watt, high-efficiency digital amplifier that is tuned to specifically match the size of the enclosure; resulting in deep, powerful bass from a small space, enhancing overall performance and accuracy system-wide. The amplifier connects into the existing Subaru audio system using a true plug-and-play wire harness.

The audio upgrade kits are now available through Subaru dealerships. The upgrade kit may either installed at the factory port processing facility, or at the dealership prior to delivery.

About KICKER/Stillwater Designs

KICKER Performance Audio systems, a division of Stillwater Designs and Audio, Inc.®, are available for the mobile and home audio aftermarket at authorized dealers worldwide, and also through selected Original Equipment Manufacturers. Consumers needing more information on KICKER or Livin' Loud® may call the Consumer Information Line at 1-800-256-5425 or visit the brand Web site at www.kicker.com. Follow KICKER at facebook.com/kickeraudio and twitter.com/kickeraudio.

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 vehicles 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. Or follow us on Facebook at: facebook.com/subaruofamerica.

