



## Media Information

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

CONTACT: Dominick Infante  
(856) 488-8615  
[dinfante@subaru.com](mailto:dinfante@subaru.com)

### SUBARU PREMIERS "GUNNING FOR GOLD" SHORT FILM IN LA

Cherry Hill, N.J., Jul 30, 2011 - Subaru of America, Inc. introduced a short documentary film about Subaru Rally Team USA and its climb to success. The film, "Gunning for Gold" features rally racing clips from the past year including some never before seen footage starring SRT USA drivers, David Higgins and Dave Mirra.

James Han, Subaru of America motorsports marketing manager, commented, "After wrapping up the 2011 Rally America National title last week, SRT USA has fully shifted efforts onto the upcoming X Games 17 weekend. Gunning for Gold is a short [film] that encapsulates the team's 2011 story to date which comprises both our stage rally and Global RallyCross racing campaigns."

Higgins and Mirra, look to add to the team's successes at X Games competing in the Rally Car and Rallycross events July 30th and 31st respectively. Higgins has already captured a bronze medal in the Rally Car event, his first X Games. Each will drive a 2011 Subaru Impreza WRX STI modified for Rallycross with an excess of 550 horsepower Boxer engine and Symmetrical All Wheel Drive. Former SRT USA driver, Travis Pastrana will pilot an identical Subaru WRX STI in the RallyCross event scheduled on Sunday.

Subaru has released "Gunning for Gold" on its YouTube channel ( [www.youtube.com/subaru](http://www.youtube.com/subaru) ) and on the company's Facebook page ( [www.facebook.com/subaruofamerica](http://www.facebook.com/subaruofamerica) ) for fans that could not make it to the event. Fans worldwide can also print out on the Facebook page and construct paper rally cars as their own souvenirs from Subaru's X Games efforts.

### About Subaru Rally Team USA

Subaru Rally Team USA is proudly supported by Subaru of America, Inc., Subaru TecnicalInternational (STI), Subaru PerformanceTuning (SPT), BFGoodrich Tires, RECARO, Vision X, Alpinestars, Motul,Exedy, VP Fuels and Vermont SportsCar. For more information on SubaruRally Team USA, as well as exclusive photo and video galleries visit [subaru.com/rally](http://subaru.com/rally) and for the latest news follow the team on Twitter: [twitter.com/srtusa](http://twitter.com/srtusa).

### 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

