



Media Information

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Subaru'S Answer To Game Day Ads Begg Record Social Engagement

116,000+ supporters participate in Super Sunday Game Day 'Dog Walk' Event

Cherry Hill, N.J., Feb 12, 2011 - Subaru of America, Inc. walked a different path for the face-off at Cowboys Stadium, resulting in a 500% increase in planned social and viral engagement.

To view the multimedia assets associated with this release, please click:

<http://multivu.prnewswire.com/mnr/subaru/47368/>

In conjunction with its sponsorship of Animal Planet's "Puppy Bowl VII," Subaru invited owners across the country to walk their dogs on game day. Supporters pledged to participate on Subaru.com and through the company's Facebook page.

More than 116,000 people signed up for the dog walk – a social engagement record for the company. English mastiffs, huskies, beagles and more from Charlotte, N.C. to San Bernadino, Calif. to South Padre Island, Texas enjoyed game day walks. In fact, more than 250 people like Rebecca Simon of Ambler, PA posted about their walk on the [Subaru Facebook page](#).

"It's great that Subaru invited us to walk our dogs on game day," said Simon, the owner of a Subaru Outback and her dog, Eli. "I like being part of a community of dog and Subaru owners across the country."

While other car companies spent three million dollars for 30 second ads, Subaru leveraged its social community and unique brand positioning. Innovative marketing has helped the company achieve new sales heights with the Subaru brand setting yet another sales record in 2010 and giving the company the distinction of being the only car maker with sales increases for the last three years.

"Subaru owners tend to be active and enjoy the outdoors," said Brian Johnson, advertising manager for Subaru. "The Dog Walk event was an ideal opportunity to connect the community with our new 'Dog Tested. Dog Approved.' campaign."

The "[Dog Tested. Dog Approved.](#)" spots - featuring Subaru's canine stars, Olive and Zelda, performing doggie driving stunts - aired on Animal Planet on Super Bowl Sunday during "Puppy Bowl VII."

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.