



## Media Information

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### **'Sweet Tomorrow': Expectant Parents Featured In Ad Campaign For 2011 Subaru Legacy In Asian-American Markets**

*Crucial Life Moment of New Parenthood Highlighted, with Focus on Importance of Making the Right New Vehicle Choice for Expanding Families*

Cherry Hill, N.J., May 18, 2011 - Subaru of America, Inc. has launched a new advertising campaign targeting the Chinese-American market. The campaign, produced in Cantonese, Mandarin and English, features the 2011 Subaru Legacy, rated a Top Safety Pick by the Insurance Institute for Highway Safety (IIHS). The media mix features TV, print, online and out-of-home running in key Asian-American markets, including Los Angeles and San Francisco.

Developed in partnership with AdAsia and Park Productions, the TV creative for this campaign, "Sweet Tomorrow," centers on the lives of expectant parents and emphasizes the safety and reliability of the Subaru brand. It tells the story of a young Chinese couple balancing tradition with their Chinese-American lifestyle. The campaign shows the couple preparing for parenthood and introduces Subaru as their choice for safety and comfort in the next chapter of their lives. The focus on new parents is one way of targeting a younger demographic. Potential Subaru owners in target markets for this campaign are younger than the general market. The early to late 30s demographic is depicted through life stage and style cues, such as preparing for the birth of a child; hobbies; attire and decor.

"Making the right vehicle choice is a big decision for expanding families," said Alan Bethke, director of marketing communication, Subaru of America, Inc. "In fact, other than the arrival of the child itself, a car purchase is one of the biggest costs involved for new parents. It's important that families choose a vehicle that provides safety and versatility and we wanted to show that in a unique and emotional way."

Subaru has worked with AdAsia on various campaigns, including the 2011 WRX "Manhua" campaign and this year's "Asian Lunar New Year" print creative. Park Productions produced the "Sweet Tomorrow" TV spot with director Lisa Rubisch. "Sweet Tomorrow" is scheduled to run through October 2011.

#### **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).