



Media Information

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SPRING IS IN THE AIR: SUBARU OF AMERICA SUPPORTS NATIONAL CAR CARE MONTH

Participating Subaru Dealers to Offer Free Vehicle Diagnostic Inspections to Subaru Drivers in April

Cherry Hill, N.J., Mar 30, 2010 - Subaru of America, Inc. announced today that the company is endorsing the Car Care Council's National Car Care Month, a nationwide April program focusing on the importance of regular vehicle maintenance. Subaru's theme this year is "Spring is in the Air," an upbeat response to the severe winter weather that has affected much of the nation. To help mark the occasion, participating Subaru dealers are offering free vehicle diagnostic inspections to Subaru owners in April, and many are offering a \$15 instant rebate on the installation of a new cabin air filter.

"We all look forward to Spring's arrival, but this time of year can also trigger seasonal allergies," notes Gary Palanjian, vice president, parts & service, Subaru of America, Inc. "One way to combat environmental allergies – no matter what kind of vehicle you drive – is to be sure to replace your vehicle's cabin air filter according to your manufacturer's recommendations."

According to Subaru, more than 70-percent of vehicles brought in for service inspections have some needed, unperformed service – including simple but important service items, such as replacing worn wiper blades, topping off low fluid levels, or replacing worn belts and hoses. During National Car Care Month, participating Subaru dealers will be performing a thorough multi-point diagnostic checkup of all major operating systems, and owners will receive a written report of the vehicle's condition. Beginning April 1, consumers can visit <http://www.subaru.com/national-car-care-month.html> to find out which dealers are participating and to find Subaru dealers participating in the cabin air filter rebate, consumers can visit <http://www.subaru.com/spring-cabin-air-filter-rebate.html>.

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 www.subaru.com.