



Media Information

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

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Subaru Of America Hits One Million Facebook Fans

- Subaru celebrates one million fan milestone with owners and employees

"Subaru has some of the most passionate owners and now, more than a million Subaru fans are following us on Facebook," said Dean Evans, chief marketing officer for Subaru of America. "The Subaru Facebook page is all fan engagement so we are happy to see our page serving so many Subaru enthusiasts."

The company marked the one million fan milestone with a video collage of fan-submitted photos. The video is a digital flipbook illustrating Subaru vehicles and their owners. It concludes with images of Subaru employees thanking Facebook fans for following the brand.

Subaru has leveraged Facebook to launch several digital campaigns this year. The "Subaru Guide to Everything" Facebook application features a virtual travel guide of tips and reviews crowd-sourced from Subaru owners and fans. Subaru "First Car Experience" enabled fans to animate their first car stories, tag Facebook friends in the story and share the animations among their social circle. The newly-launched "Love all you can do" Facebook tab on the Subaru Facebook page serves as a living photo album and event calendar inspired by the many ways Subaru owners put their vehicles to use.

"This is a big milestone for Subaru; we are happy to be able to celebrate with our fans and our employees across the country," said Evans.

Subaru of America Facebook page: <http://www.facebook.com/subaruofamerica>

Link to Subaru digital flipbook: <http://www.youtube.com/watch?v=OcFVHo1AE80&feature=youtu.be>

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.