



Media Information

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SUBARU OF AMERICA, INC. PROMOTES THOMAS J. DOLL TO PRESIDENT

New position reflects US sales growth and importance of U.S. to Subaru global sales

Cherry Hill, N.J., Mar 24, 2013 - Subaru of America, Inc. today announced that Thomas J. Doll has been promoted to president from his current role as executive vice president (EVP) and chief operating officer (COO). Prior to his promotion to COO in 2009, Doll had served as executive vice president and Chief Financial officer for 15 years. In addition to the role of President, Doll will retain his roles as COO and CFO.

Since 2008 Subaru of America has recorded four record sales years and five years of growth, the only US car marker with such an achievement. The Company has doubled its market share in this period to a new high of 2.25%.

Mr. Takeshi Tachimori, chairman, and chief executive officer of SOA said: "Mr. Doll's promotion recognizes the strong work he has done in taking our US operation to record heights. The role of president at SOA is responsible for the business' profit results and Tom has a deep understanding of SOA and its operations. I am confident that he will continue to deliver strong results for SOA in the coming years."

Doll's promotion is effective April 1, 2013.

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 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.