



# Media Information

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## **SUBARU OF AMERICA, INC.'S CENTRAL REGION, IN PARTNERSHIP WITH THE VILLAGE OF ITASCA, ATTEMPTS TO SET A GUINNESS WORLD RECORDS® RECORD**

-- Plans "Largest Parade of Subaru Cars" in the World --

Itasca, Ill, Jun 17, 2013 - Subaru of America, Inc.'s Central Region, in partnership with the Village of Itasca, announced today that it will attempt to set a GUINNESS WORLD RECORDS® record for the "Largest Parade of Subaru Cars." The attempt will take place on July 13, 2013 at 9:00 a.m. The parade will start at 500 Park Boulevard in Itasca, Illinois.

Starting June 17 through July 8, interested participants can register their Subaru in the parade by visiting [www.subaruparade.com](http://www.subaruparade.com); registration is limited to the first 500 vehicles.

Subaru is the current GUINNESS WORLD RECORDS record holder for "Largest Parade of Subaru Cars." In July 2009 Subaru set the record with 339 vehicles parading on a 4.2 mile route through Itasca, IL. Subaru is attempting to break its own record with a similar route...

In celebration of this exciting event, Subaru's Central Region will collect a \$10 registration fee with all proceeds benefitting PAWS Chicago and Salute, Inc. For more information on these worthy organizations please visit their respective websites at [www.pawschicago.org](http://www.pawschicago.org) and [www.saluteinc.org](http://www.saluteinc.org).

An official GUINNESS WORLD RECORDS adjudicator will be on site to observe and confirm this record attempt.

In addition to going for the record and helping raise funds for two great organizations, parade participants:

- Will receive a special gift bag (one per car).
- Are invited to attend Itasca Fest following the GUINNESS WORLD RECORDS attempt. This fest is great for the entire family and features: live entertainment, carnival rides, food, bingo, and entertainment for children. For more information visit [www.itasca.com](http://www.itasca.com).
- Are eligible for a special event room rate of \$79 per night\* at The Westin Chicago Northwest hotel. For your convenience, this four-star, four-diamond hotel is located within walking distance from the start of the parade. To make a reservation, simply visit <https://www.starwoodmeeting.com/Book/subaru>. The event rate is good for parade participants only and based on availability. \* Rate does not include tax.

### **About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office 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 [media.subaru.com](http://media.subaru.com).

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