



Media Information

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Subaru Invites Fans To Talk To Subaru Rally Team USA Drivers, Travis Pastrana And Dave Mirra

Cherry Hill, N.J., Jul 7, 2010 - Subaru of America, Inc. is inviting fans to participate in an hour-long interactive conference call featuring Subaru Rally Team USA drivers, Travis Pastrana and Dave Mirra, Monday, July 26 at 6 p.m. EST. On the call, fans can ask questions and hear Travis and Dave talk about their preparation and plans for X Games 16, their love of Rally and the launch of the all-new 2011 Subaru Impreza WRX and STI.

"Travis and Dave love their fans and this is a unique way to connect with them on a more personal level," said Todd Lawrence, promotions and sponsorship manager, Subaru of America, Inc. "They are looking forward to talking about what's going on with the Subaru Rally Team and are eager to drive their Subaru Impreza WRX STI rally cars at X Games in Rally Car Racing and the all-new SuperRally event."

To join the live conference fans can sign-up at <http://tinyurl.com/24sb2kp>. Then on July 26 at approximately 6 p.m. fans will be called on the phone number they provided at sign up. Fans can also watch Dave and Travis compete live on ESPN during X Games Saturday, July 31, beginning at 4 p.m. EDT.

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.

About Travis Pastrana

Perhaps best known as the very first athlete to successfully land the double backflip in competition on a motorcycle, Travis is not only a supercross phenom and freestyle motorcross pioneer but also a wildly popular action sports personality through his Nitro Circus show on MTV and Thrillbillies series on DVDs. Driving for Subaru full-time since 2005, Travis became the youngest-ever American Rally Champion in 2006 and has gone on to win the Rally America National title with Subaru Rally Team USA for the past four consecutive seasons (2006-2007-2008-2009).

About Dave Mirra

Widely accepted as a BMX Freestyle icon, Dave Mirra holds the enviable record of winning the most X Games medals ever. Highly active in the sport and still participating in select events, Dave gives back to the sport he loves and held his first annual King of the Animal House Invitational in his hometown of Greenville, NC, in December. As a teammate to Travis Pastrana in Subaru Rally Team USA, Dave drives an identically-prepared Subaru Impreza WRX STI rally car in the Rally America National Championship.