



Media Information

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Subaru Launches Custom Performance Cars At 2010 SEMA Show

US Debut of Record Setting Nurburgring STI
Travis Pastrana New Year's Eve Jump Car

Cherry Hill, N.J., Oct 28, 2010 - Subaru of America, Inc. has teamed with its motorsports partners, tuners and enthusiasts to showcase the latest available Subaru Genuine Parts and Subaru Performance Tuning Accessories at the 2010 SEMA show. Subaru will also display the "Fastest STI Ever," the record breaking Nurburgring Subaru WRX STI that lapped the Ring in 7:55:00. The SEMA show will run November 2-5 2010 at the Las Vegas Convention Center.

Vehicles to be displayed include:

- Tommi Makinen's Nurburgring Fastest Lap WRX STI
- SRT USA Driver Travis Pastrana's World Record Setting WRX STI
- Get More G's Subaru Performance Tuning WRX STI 2010
- Kicker Audio WRX STI
- K&N Performance WRX STI
- Subiefest Best of Show Winner – Jamarri Whiteside – 2006 WRX STI

"SEMA is the pinnacle of the aftermarket tuning world and the perfect place to show our new line of SPT parts," said Charlie Fishman, national accessory manager, Subaru of America, Inc. "With the launch of the new 2011 Impreza WRX and WRX STI, Subaru is having a record year for Subaru Genuine Parts and SPT accessory sales. The launch of the 4-door WRX STI has rekindled interest for the 2011 SEMA Show."

In addition to the vehicle displays, SRT USA drivers Travis Pastrana and Dave Mirra will be on hand to sign autographs at the booth between 1 -- 2 PM on November 2 and November 3rd. Four-time World Rally Champion Tommi Makinen will also attend the SEMA show this year.

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.

