



Media Information

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SUBARU LEGACY NAMED OFFICIAL VEHICLE OF STREETS SAFE DRIVING ACADEMY

StreetSafe Aims to Teach New Drivers Necessary Skills to Drive Safely

Cherry Hill, N.J., Apr 14, 2010 - Subaru of America, Inc. today announced that it will sponsor StreetSafe Driving Academy by becoming its official training vehicle provider. The Academy, with locations in Bryn Mawr and Blue Bell, PA, is taking a unique approach to driver training by using off-duty police officers as coaches and implementing customized training programs.

"Subaru is proud to support StreetSafe Driving Academy and its mission to create an engaging learning experience to produce safe, smart drivers," said Bill Cyphers, regional vice president, eastern region, Subaru of America, Inc. "As all Subaru models are rated Top Safety Picks by the Insurance Institute for Highway Safety, it is a natural fit for Subaru to be named official vehicle provider."

For the program, StreetSafe emphasizes behind-the-wheel instruction through private coaching sessions in Subaru Legacy vehicles. It also incorporates the use of triple screen Virtual Driver simulators or the Drive Square simulator, which enables a trainee to drive in virtual space while operating the controls of an actual vehicle.

"We are delighted to have Subaru as a sponsor and the Subaru Legacy as the official vehicle of StreetSafe Driving Academy," said Meg Kramer, founder of StreetSafe Driving Academy. "We need training vehicles that are equipped with All-Wheel Drive technology, are safe, reliable and fuel efficient. Subaru fits every one of our criteria."

StreetSafe Driving Academy

With safety as its number one priority, StreetSafe Driving Academy is a state-of-the-art, comprehensive driver training program that ensures drivers have the skills they need to survive on the road. StreetSafe is transforming driver training to a highly professional, effective and respected program through its innovative use of off-duty police officers as coaches and an active, engaging learning experience. Insistent upon having only the safest vehicles available in its fleet, StreetSafe Driving Academy has chosen Subaru as its official vehicle. For additional information visit www.streetsafedriving.com.

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.

