



Media Information

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SUBARU NAMES MERVIN OFFICIAL SNOWBOARD PARTNER

- Subaru announces new partnership with world's most environmentally friendly snowboard manufacturer

Cherry Hill, N.J., Sep 12, 2013 - Subaru of America, Inc. has selected Mervin Manufacturing as official snowboard partner for the automaker. Mervin is recognized for its environmentally-conscious manufacturing and is known for its Lib Tech and Roxy snowboards. Subaru and Mervin will partner on experiential snowsports activities.

"Subaru has always had a rich winter sports heritage," said Subaru Promotions and Sponsorship Manager Tim Tagye. "Shares our love of adventure sports and the environment, making them an ideal partner to kick off this winter's snowsports activities and support the launch of Subaru's first-ever hybrid vehicle – the XV Crosstrek Hybrid."

"Partnering with Subaru has been epic...Subaru has been committed to winter sports and affordable, safe winter driving for decades -- especially in the northwest," said Pete Saari, Co-Founder of Mervin Manufacturing. "The Subaru Outbacks our crew is working with are incredible. They have offer comfort, stability, control and the Parillo Lib graphics look insane. We can't drive anywhere without being stopped. Hyped."

"Subaru continues to post record sales and more than half of the Subaru's sold are to people new to the brand. More people are recognizing our core brand attributes of longevity, safety, versatility and adventure. Those qualities resonate with snowsports fans and like-minded experience seekers," added Tagye.

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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.

About Mervin Manufacturing

Mervin Manufacturing home of Lib Tech, GNU, Roxy and Bent Metal is a leading designer and manufacturer of snowboarding, NASing, surfing and skateboarding products built at the world's most environMENTAL factory by people who ride them. Mervin Manufacturing was founded by snowboarders Mike Olson and Pete Saari in 1977. In an industry where virtually every other snowboard, ski, skateboard, and surfboard company has moved production to China or offshore, Mervin is the longest running and last major board building factory in the USA. Based out of Carlsborg, Washington, between the rugged Olympic and Cascade Mountain Ranges, Mervin is a direct link between riding and manufacturing.

