



# Media Information

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## Subaru Master The Mountain Is Back

### *Subaru Hits the Slopes Again in 2010*

Cherry Hill, N.J., Jan 14, 2010 - Subaru of America, Inc. will once again host Master the Mountain. Each winter season, the Subaru Master the Mountain team travels to ski resorts across the country bringing music, giveaways, and free activities for people to enjoy. This will be the company's 15th year bringing the event to ski slopes throughout the United States. Since Subaru owners enjoy the outdoors and activities such as skiing, the company hosts the event to promote a safe and fun-filled snow riding experience for all.

"Subaru has a long history of hosting events with which our customers identify," said Tim Mahoney, senior vice president and CMO for Subaru of America, Inc. "Master the Mountain remains a terrific fit for our company and vehicle owners."

Skiers will have the opportunity to demo the latest Nordica skis, hone their skills with free mini ski and snowboard sessions (must have prior skiing and boarding experience), pick-up complimentary skiing tips in the Subaru learning lane, enjoy behind the scenes mountain tours and watch avalanche rescue demonstrations.

Enthusiasts can check out the competition footage from the Subaru Freeskiing World Tour, The Northface Masters of Snowboarding tour stops, and the latest film from MSP Films, In Deep: The Skiing Experience, all in the Subaru Master the Mountain tent.

Below are locations of Subaru Master the Mountain events according to geographic location:

### **California**

- February 27-28, 2010, Kirkwood, Calif.
- March 6-7, 2010, Kirkwood, Calif.
- March 6-7, 2010, Mountain High, Calif.

### **Colorado**

- January 16-17, 2010, Telluride, Colo.
- January 30-31, 2010, Crested Butte, Colo.
- February 6-7, 2010, Telluride, Colo.
- February 27-28, 2010, Durango, Colo.
- February 20-21, 2010, Crested Butte, Colo.
- March 27-28, 2010, Loveland, Colo.

### **New Mexico**

- February 20-21, 2010, Taos, N.M.

### **Pennsylvania**

- February 27-28, 2010, Hidden Valley, Pa.
- March 5-6, 2010, Jack Frost Big Boulder, Pa.

### **Utah**

- January 23-24, 2010, Snowbird, Utah
- March 20-21, 2010, Snowbird, Utah

**Washington**

- February 13-14, 2010, Crystal Mountain, Wash.

**West Virginia**

- January 23-24, 2010, Snowshoe, W.Va.
- February 20-21, 2010, Snowshoe, W.Va.

**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 approximately 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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](http://www.subaru.com).