



Media Information

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Subaru Of America, Inc. Names Alan Bethke Director Of Marketing Communications

Cherry Hill, N.J., Sep 22, 2010 - Subaru of America, Inc. (SOA), while continuing to set sales records, today announced the appointment of Alan Bethke to director of marketing communications. Reporting to Tim Mahoney, chief marketing officer for Subaru of America, Bethke will be responsible for the company's advertising and marketing communications activities and replaces Kevin Mayer who is leaving SOA to pursue other opportunities.

Bethke joined Subaru from Suzuki in 2003 as a district sales manager. He has worked in a number of positions within Sales and Marketing for SOA, most recently as marketing planning and operations manager.

"Alan is a natural choice for the position," said Tim Mahoney, senior vice president and chief marketing officer, Subaru of America, Inc. "He has been part of a marketing communications team that has propelled the Subaru brand to record levels of awareness and market share. In his new role Alan will be able to call on this experience in marketing, advertising, strategic planning and media. He will play a key role in the continued growth of the Subaru brand in the U.S. I would also like to thank Kevin Mayer for his contribution to the last three years of our success and wish him well in his new endeavor."

Bethke lives in New Jersey with his family and is currently completing his MBA. He holds a degree in Marketing from Penn State University.

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.