



Media Information

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SUBARU OF AMERICA SUPPORTS FALL CAR CARE MONTH

Free Vehicle Diagnostic Inspections Offered to Subaru Drivers in October

Cherry Hill, N.J., Sep 30, 2010 - Subaru of America, Inc. announced today that the company is endorsing the Car Care Council's Fall Car Care Month, a nationwide October program highlighting the importance of regular vehicle maintenance. To help Subaru owners heed the council's advice to "Be Car Care Aware," most Subaru dealers are offering free vehicle diagnostic inspections in preparation for the demands of winter driving.

The Car Care Council notes that regularly maintaining your vehicle – including checking the oil, filters and fluids; belts and hoses; brakes and tires; and the air conditioning system – can preserve your automotive investment by helping your vehicle last longer.

"No matter where you live or what you drive, Fall is always a good time to prepare your vehicle for winter's cooler weather – and regular maintenance will also help improve your mileage, lower emissions, and improve the future resale value of your vehicle," notes Gary Palanjian, vice president of parts and service, Subaru of America, Inc. "We want every Subaru driver to enjoy the highest possible safety, performance and fuel economy, which is why we support Fall Car Care Month and offer the free service inspections."

During Fall Car Care Month, Subaru dealers will be performing a thorough no-obligation multi-point diagnostic checkup of all major operating systems, and owners will receive a written report of the vehicle's condition. Consumers can visit www.subaru.com to find a participating dealer.

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.

About the Car Care Council

The Car Care Council is a national non-profit organization providing information for the "Be Car Care Aware" consumer education campaign that promotes the benefits of regular vehicle care, maintenance and repair. For more information, visit www.carcare.org.