



Media Information

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Subaru Of America To Showcase Winner Of Subiefest 2010 'Best Of Show' At 2010 SEMA Show

Cherry Hill, N.J., Sep 15, 2010 - To celebrate the passion of its dedicated enthusiast owners, Subaru of America, Inc. today announced that it is offering the winner of Subiefest 2010 "Best of Show" competition the opportunity to have the winning Subaru displayed on the Subaru stand at the 2010 SEMA (Specialty Equipment Market Association) show in Las Vegas, NV from Tuesday, November 2 through Friday, November 5, 2010.

In addition, the winner will receive a complimentary six-night hotel stay in Las Vegas, \$500 cash, free meals and transportation to Las Vegas, and passes to attend the SEMA show.

The competition will be held at Subiefest 2010 on Saturday, October 9, 2010 at Willow Springs Raceway in Rosamond, CA. Subiefest is the largest all-Subaru shootout in the world with over 1000 attendees. The event will have exciting driving demos and ride-alongs and the famous all-Subaru parade lap. More information on the event can be found at www.subiefest.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.