

Media Information



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SUBARU OF AMERICA, INC. APPOINTS DIANE ANTON MANAGER OF CORPORATE COMMUNICATIONS

Cherry Hill, N.J., Jun 11, 2014 - Subaru of America, Inc. today announced the appointment of Diane Anton to manager of corporate communications. Reporting to the director of corporate communications for Subaru, Anton will be responsible for the company's business and lifestyle media relations as well as strategizing the company's social media efforts.

"Diane is a very welcome addition to Subaru of America," said Michael McHale, director of corporate communications, Subaru of America, Inc. "she brings strong experience in Corporate Communications as we look to continue our business success into our sixth year of consecutive record sales."

Anton has nearly 15 years of automotive industry experience, most recently in business communications for BMW of North America, LLC. In this role, she handled business media relations, executive dealer communications and managed the BMW Group's U.S. corporate social responsibility program.

She began her automotive career with agencies Octagon and Alem International Management, working on national event marketing campaigns for clients BMW and BMW Motorcycles, as well as the 2002 Olympic Torch Relay. Anton earned her undergraduate degree in International Business from Lynn University.

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.