

Media Information



Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Diane Anton
(856) 488-5093
danton@subaru.com

SUBARU OF AMERICA, INC. LAUNCHES TV AD CAMPAIGN FOR ALL-NEW LEGACY

Subaru's latest campaign arrives safely. And then some.

Cherry Hill, N.J., Jul 22, 2014 - Subaru of America, Inc. (SOA) has debuted its advertising campaign for the launch of the all-new 2015 Subaru Legacy. The new work positions Legacy with mid-size sedan buyers as a smart alternative to the mainstream choices. The company looks to increase sales of its largest sedan in support of its business goal of a sixth consecutive year of record sales.

The three national television spots – “Passengers,” “The Fix” and “Jr. Driver” – show how the Subaru brand values of reliability, safety, capability and longevity are important consideration factors to mid-sized sedan buyers. The creative began airing on major television networks in July.

Subaru treads its own path when it comes to advertising, by focusing on what really matters to a car owner: peace of mind. This concept is the overarching theme in the three latest national ads in support of its broader “Love” campaign. The spots are centered around the Subaru Legacy’s ability to help the consumer do all the things they enjoy to do.

Kicking off the Carmichael Lynch produced and Jim Jenkins-directed TV campaign is the anthemic “Passengers,” which proposes that no matter who is in the car, or where they are going, all passengers are sharing a ride in the same planet-sized carpool. This spot highlights all the relatable journeys that can be taken in a Subaru, and the safety features that protect passengers along the way.

While every destination is different, Subaru understands that a safe trip is what really matters and so the ad specifically calls attention to the available EyeSight® technology that can react to conditions even before the driver.

“Passengers” is available to view on Subaru of America’s YouTube channel here:

<http://subar.us/WmYgUr>

In “The Fix,” a father finds his own peace of mind when his new Legacy becomes an inventive solution for his son’s broken heart. The son arrives on the scene to find his toy car dismantled by the terrain; it is only a moment before his father realizes that his Legacy can be an even better substitute. Demonstrating the all-wheel drive capabilities and superior handling, the Legacy can take on any challenging maneuver the boy throws the driver’s way.

“The Fix” is available to view on Subaru of America’s YouTube channel here:

<http://subar.us/1n18H9t>

"Jr. Driver" features a young boy imagining a day where he is allowed to take a seat behind the wheel. While the boy is still a decade shy of 16, his dad knows that his well-built Subaru Legacy is the longest lasting car in its class and should still be ready that day.

"Jr. Driver" is available to view on Subaru of America's YouTube channel here:

<http://subar.us/1rwCW9c>

"The all-new Legacy advertising campaign focuses on Subaru's core values relayed into sedan form," added Alan Bethke, vice president of marketing for Subaru. "With all new safety and infotainment technology, as well as more interior room and trunk capacity, the Legacy offers customers a compelling alternative to a two-wheel drive midsize sedan."

The all-new 2015 Subaru Legacy features improved fuel economy, all-wheel drive as standard, a much upgraded interior, sharper styling and the largest cabin in its class with the award-winning Subaru EyeSight® Driver Assist Technology also available. Subaru expects sales of the all-new 2015 Legacy to increase by over one third from the current generation which closed 2013 sales at 42,000.

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 retailers 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.