



Media Information

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SUBARU INVITES VISITORS TO TAKE ADVANTAGE OF "FEE-FREE DAY" AT NATIONAL PARKS

Free Entrance Day on September 27, 2014

Cherry Hill, N.J., Sep 9, 2014 - Subaru of America, Inc., through its partnership with the [National Park Foundation](#) (NPF), the official charity of America's national parks, is encouraging people across the country to take advantage of free entrance to all of America's national parks during the upcoming "fee-free day" on September 27, 2014.

"Subaru is proud to support the work of the National Park Foundation," said Alan Bethke, vice president of marketing, Subaru of America, Inc. "Many Subaru owners enjoy the outdoors and support environmental conservation and so we want to encourage more people to visit America's national parks to fully experience the great outdoors."

Subaru makes an excellent choice of vehicle for people driving off tarmac in places such as national parks. The National Park "fee-free day" comes as Subaru introduces the all-new 2015 Outback which is "Built to take you to the place you've never been". With its all-wheel drive, ground clearance and rugged drive train, the Outback is the perfect vehicle for exploring America's more than 400 national parks.

In addition to supporting the work of the NPF and celebrating fee-free entrance, Subaru will donate 2015 Outback vehicles for use at four of America's national parks. The company, known for its commitment to community service, is also encouraging Subaru retailers across the country to volunteer at national parks to show their support for their local area. At a time when many national parks are strained by lack of resources and staff, volunteers provide an invaluable service and help ensure that these special places will continue to be cherished for generations to come.

Subaru has partnered with the National Park Foundation since 2013 and donated more than \$1.4 million through its annual "Share the Love" campaign.

For more information on the National Park Foundation and how to support and protect America's national parks, please visit www.nationalparks.org.

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.

