



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

SUBARU PUTS OUTBACK ON AUCTION BLOCK

Company to Donate 2011 Subaru Outback Partial Zero Emissions Vehicle for Charity Auction, Plus \$50 Per Test Drive to Heal the Bay Through May 31

Los Angeles, May 3, 2010 - Subaru of America, Inc. will donate a 2011 Subaru Outback for auction at Heal the Bay's, "Bring Back the Beach" fundraiser, May 20 to support the Coastal Clean Up Day program. The company will also donate \$50 for each test drive taken by Heal the Bay supporters through May 31.

"At Subaru, we believe in giving back to the communities in which we live," said Mike Campbell, Los Angeles zone director for Subaru of America, Inc. "By supporting Coastal Clean Up Day and promoting its benefits, we can work together to improve the environment around us."

Volunteers from Heal the Bay and members of the public will be at the following event to pitch in with the clean up effort:

- Saturday, May 15 – Nothin' But Sand Monthly Beach Clean Up at Torrance State Beach Play Area

Last year more than 14,000 volunteers scoured 69 sites including beaches, parks, alleys, creeks, highways and storm drains locally to remove a total of 300,413 pounds of debris and recyclables.

About Heal the Bay

Heal the Bay is a nonprofit environmental organization dedicated to making Southern California coastal waters and watersheds, including Santa Monica Bay, safe, healthy and clean. Heal the Bay uses research, education, community action and advocacy to pursue its mission.

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.