



Media Information

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SUBARU LAUNCHES AD CAMPAIGN FOR 2015 OUTBACK

Subaru's latest campaign focuses on going where you've never been.

Cherry Hill, N.J., Sep 18, 2014 - Subaru of America, Inc. (SOA) has debuted its new advertising campaign for the all-new 2015 Subaru Outback. The campaign includes two national television spots by acclaimed director Lance Acord (known for his work on *Lost in Translation* and *Being John Malkovich*).

The new campaign, created by agency of record Carmichael Lynch, focuses on the vehicle's ability to "go anywhere" and the insatiable curiosity of Subaru owners that drives them to seek out new places. With all-wheel drive, class-leading ground clearance and renowned reliability and durability, the Subaru Outback is perfectly suited to fulfill its owner's needs.

The two TV spots, "Bison" and "Memory Lane", highlight the Outback crossover's reliability, versatility, longevity, and safety within Subaru's broader campaign, "Love".

Bison

In "Bison" a father finds himself in a predicament with his young son that's very familiar to parents these days — competing with the virtual world of mobile devices and information on-demand. The two crisscross the country in their Outback, touring America's natural wonders, but the father doesn't capture his son's attention until they come face-to-face with a living, breathing icon.

"Bison" is available to view on Subaru of America's YouTube channel here:

<http://bit.ly/ZodyJL>

Memory Lane

"Memory Lane" focuses on three generations of the same family as they take a trip to visit their roots, which happen to have been planted during the "Summer of Love." As they wander off the beaten path in their Outback, a hippie grandmother teaches her granddaughter the ways of the world, whether her parents like it or not. But in the end, some quality time together makes it all worthwhile.

"Memory Lane" is available to view on Subaru of America's YouTube channel here:

<http://bit.ly/ZngAhm>

"The all-new Outback embodies adventure and the new campaign demonstrates how the Outback is 'Built to take you

to the place you've never been'," said Alan Bethke, vice president of marketing for Subaru. "This new generation Outback delivers SUV and crossover characteristics that consumers want while also providing carlike fuel economy and handling," Bethke added.

2015 Subaru Outback

The 2015 Outback offers the roomiest interior, most capable chassis and best fuel-efficiency in the model's 20-year history. Its bold new design delivers an even more compelling blend of on-road agility, off-pavement control, ride comfort, interior refinement and safety technology including award-winning Subaru EyeSight® Driver Assist Technology. Sales of the previous generation Outback more than doubled and Subaru expects sales to increase still further with this new generation.

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.