



Media Information

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SUBARU OF AMERICA WINS GLOBAL AWARD FOR INNOVATION IN SALES AND MARKETING

IAIR award reflects Subaru Record Sales Growth in U.S. Market

Cherry Hill, N.J., Oct 14, 2014 - At a global awards evening in Milan Italy, Subaru of America was recognized with an award for its 'Innovation in Sales and Marketing' by *IAIR, the International Alternative Investment Review*. The award is given based on the results of an online survey of more than 50,000 *IAIR* readers and a judging panel composed of the editorial staff of *IAIR*.

President of *IAIR* Guido Giommi said; "Subaru of America has proved with record sales in the last six years that it has found a strong formula of sales and marketing innovation. The Subaru brand has developed a unique position in the U.S. and is clearly defined as an authentic, reliable and trustworthy brand that cares about the things its owners care about, such as animals and the outdoors. Its innovative sales and marketing has proven a great success."

Other award winners on the night included Philips N.V., Deutsche Bank and Thomas Piketty, author of the book, *Capital in the Twenty-First Century*.

Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "we are delighted to receive this award as recognition of our work in the U.S. market and it's a testament to the great work produced by our team at Subaru of America."

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.