



Media Information

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SUBARU OF AMERICA TO SERVE AS TITLE SPONSOR OF CHERRY BLOSSOM FESTIVAL TO COMMEMORATE NEARLY 100 YEARS OF BEAUTY IN PHILADELPHIA AREA

Subaru Continues Sponsorship of Event Designed to Celebrate Japanese Culture

Cherry Hill, N.J., Apr 5, 2015 - Subaru today announced its continued title sponsorship of the annual Subaru Cherry Blossom Festival in conjunction with the Japan America Society of Greater Philadelphia (JASGP). Taking place through April 12, 2015 in the greater Philadelphia area, the Subaru Cherry Blossom Festival is a spring celebration commemorating Japan's 1926 gift of 1,600 flowering trees to the City of Philadelphia as a gesture of goodwill. The event not only serves to celebrate the beauty of the season, but also encourages a better understanding of the cultural, social and educational customs of Japan and the United States.

"Subaru is excited to continue our ongoing title sponsorship of the Cherry Blossom Festival and support the Japan America Society of Greater Philadelphia as well as embrace the beauty of our local community," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "This festival does a terrific job at highlighting the unity of different cultures and embodying the core of our values at Subaru."

The Subaru Cherry Blossom Festival is a series of events with the centerpiece culture fair celebration [Sakura Sunday](#) taking place on April 12, 2015 in Fairmount Park at the site of the historic cherry blossom tree plantings. To kick off the festival, Mayor Michael A. Nutter, alongside representatives from Subaru and JASGP, will commemorate the event with official remarks. With more than 40 cultural events, the festival brings together attendees of all ages and diverse backgrounds. As title sponsor, Subaru has a wide presence throughout the festival and will have several vehicles on display, including the 2015 XV Crosstrek Hybrid, 2015 Outback and 2015 Forester.

A project of the Japan America Society of Greater Philadelphia, the Subaru Cherry Blossom Festival is an annual celebration not only of spring and beautiful blossoms, but of Japanese culture as well. Each year, over the course of a few weeks, a wide variety of events are planned. From demonstrations of martial arts and ikebana flower arranging to library story hours to live musical and dance performances, the Subaru Cherry Blossom Festival presents traditional and contemporary Japanese culture to Philadelphia and its visitors.

In addition to sponsoring the Cherry Blossom Festival for the 12th year, Subaru is once again sponsoring the following events on [Sakura Sunday](#):

- Amateur sushi chefs will compete for the title "Subaru Sushi Samurai of the Year" at the second annual the [Sushi Samurai of the Year Competition](#).

- Pet parents will don their dog in pink for the [Subaru Prettiest Pet in Pink Parade](#). Philadelphia Paws will be joining Subaru and the ASPCA with pet adoptions at this event.

For more information on the Subaru Cherry Blossom Festival, please visit www.subarucherryblossom.org.

About the JASGP

Established in 1994, the [Japan America Society of Greater Philadelphia](#) (JASGP) is an association of individuals, corporations and organizations in the Greater Philadelphia region. Its mission is to bring the peoples of Japan and United States closer together in understanding, appreciation and cooperation by promoting and encouraging a better understanding of the business, cultural, social, educational and political practices and customs of Japan and the United States.

JASGP members gain access to educational, cultural and social programs focusing on US-Japan relations, which also provide opportunities for developing personal relationships with members of both the Japanese and American communities. Membership is extended to individuals, non-profit organizations and corporations.

JASGP is the primary organization in the Greater Philadelphia region devoted to fostering relationships between Japanese and Americans. From networking events to the annual Subaru Cherry Blossom Festival and the Philadelphia-Japan Health Sciences Dialogue, from our Japanese Conversation Club to lectures and seminars, the Japan America Society of Greater Philadelphia offers numerous ways to get involved in the Japanese and American communities in Philadelphia.

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.