



## Media Information

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### **SUBARU OF AMERICA SPONSORS 25TH ANNUAL SEA OTTER CLASSIC TO SUPPORT THE CYCLING COMMUNITY AND THE ENVIROMENT**

Subaru Returns for Second Year as Sponsor

Monterey, CA, Apr 15, 2015 - Subaru of America, Inc. has announced that it will sponsor the Sea Otter Classic for its 25th Anniversary celebration, in conjunction with its Subaru Loves the Earth initiative – an effort which reflects the brand's goals to improve the environment and the lives of those in local communities. Subaru will support the Sea Otter Classic four-day "Celebration of Cycling," from April 16 – 19 in Monterey, CA, which brings together professional and amateur cyclists to compete in a variety of races, participate in recreational events, and experience the largest consumer bike exposition in North America.

At this year's Sea Otter Classic event, attendees can learn more about Subaru and the company's environmental partners, as well as its history with the cycling community. Guests who visit the Subaru booth and opt-in will receive a \$1 token which they can deposit in a donation box for the National Park Foundation, Leave No Trace, or International Mountain Bicycling Association. Subaru will donate \$1 for each participant up to \$5,000 per charity.

"Subaru is proud to once again sponsor the Sea Otter Classic and support an event that brings the outdoors and the environment into focus," said Tim Tagye, promotions and sponsorship manager of Subaru of America, Inc. "At Subaru, we are dedicated to preserving the environment and this year we are celebrating our journey with the cycling community and our environmental partners."

"We are thrilled to have the support of Subaru for our 25th Annual Sea Otter Classic and have the ability to promote outdoor activity, cycling, and community," said Frank Yohannan, president and CEO of the Sea Otter Classic.

"Subaru's dedication to the environment and love for the outdoors reflects the core values behind the Sea Otter Classic and what we believe in."

At this year's Sea Otter Classic, Subaru will showcase vintage vehicles popular with cycling and mountain biking enthusiasts including a 1978 Brat and 1996 Outback. The 2015 Subaru Outback, Legacy, Forester, and XV Crosstrek will also be displayed at the event as the latest vehicles from Subaru for consumers with an active lifestyle and love of the outdoors.

Subaru is deeply committed to the environment and has a history of taking steps to protect it, including building fuel-efficient vehicles at a zero landfill automotive plant in Indiana and forging partnerships with nonprofit organizations such as [National Park Foundation](#), [Leave No Trace](#), and [International Mountain Biking Association](#) (IMBA) that empower

employees and customers to engage with and improve the world around us.

Through a joint effort, Subaru and IMBA have developed the [Trail Care Crew](#) program which encourages sustainable trail building practices and promotes the education and efforts of IMBA chapters throughout the country. Subaru has worked with Leave No Trace to create the [Traveling Trainer Program](#) which enables teams of educators to drive across the country providing education and outreach to participants and to help sustain natural resources. Most recently, Subaru has become the sole automotive partner to the National Park Foundation for the National Park Service Centennial celebration and is dedicated to helping preserve and protect America's national parks for the next 100 years and beyond.

For additional information regarding Subaru's partnerships, visit [subaru.com](http://subaru.com).

For more information, including schedule details and photos, on the Sea Otter Classic, visit [www.seaotterclassic.com](http://www.seaotterclassic.com).

#### **About Sea Otter Classic**

Regarded as the world's largest cycling festival, this four-day "Celebration of Cycling" hosts nearly 10,000 professional and amateur athletes and 65,000 fans. The 25th Annual Subaru Sea Otter Classic Powered by SRAM takes place April 16-19, 2014 at the Laguna Seca Recreation Area, Monterey, California. For more information, visit [www.seaotterclassic.com](http://www.seaotterclassic.com).

#### **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](http://media.subaru.com).