



Media Information

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Subaru Sponsors The Philadelphia International Flower Show For Ninth Year

Company Celebrates the Culture of Japan in Themed Garden Displays

Cherry Hill, N.J., Feb 16, 2010 - Subaru of America, Inc., premiere sponsor of the Philadelphia Flower Show, has joined the Pennsylvania Horticultural Society in celebration of world cultures with the "Passport to the World" theme. As the Subaru brand has its origins in Japan, it will focus its flower show displays on Japan's horticulture and architecture.

Exhibits featuring Japanese inspired architecture will be located in the Concourse and Main Show Floor. The Main Show Floor exhibit will include a breath-taking display complete with a towering waterfall, Koi pond, bonsai and cherry trees. Subaru will be displaying a special co-branded, pink and white 2010 Subaru Forester decorated with Cherry Blossoms along with the award-winning, 2010 Subaru Outback, Motor Trend's Sport/Utility of the year. Both exhibits are the work of award-winning Ledden Palimeno, a local landscape architecture and build company.

"Subaru is proud to continue its partnership with the Pennsylvania Horticultural Society and support the Philadelphia Flower Show," said Tim Mahoney, senior vice president and CMO for Subaru of America, Inc. "As most of our customers appreciate an active and outdoor-focused lifestyle, the show is a perfect fit for Subaru and its owners." Visit the Subaru booth at the show to receive a special "gardener's gift" (while supplies last). For more information on the show, visit www.theflowershow.com.

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 nearly 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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.