



Media Information

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A MAN, HIS DOG, WILLIE NELSON AND THE SUBARU IMPREZA

New Subaru Commercial Emphasizes the Importance of a Life Well Lived

Cherry Hill, N.J., Jul 1, 2015 - Subaru has launched its second brand spot of the summer, "Dream Weekend" showcasing the adventurous spirit and versatility of the 2016 Subaru Impreza. The spot follows a bucket-list weekend enjoyed by a man and his four-legged best friend, set to a song by Willie Nelson.

The Subaru brand is well known for safety, reliability and adventure, as well as having an affinity to pets - just like Subaru owners themselves. Subaru advertising reflects the lives of its drivers, whether that involves everyday tasks or more adventuresome occasions such as a dog's special day.

DREAM WEEKEND

The new commercial emphasizes the importance of a life well lived and asks the question: How can you ever possibly repay your dog for the lifetime of love and companionship he has given you? In the heartfelt story, a young man decides to reward his dog with the weekend trip of a lifetime. As the two best friends traverse the countryside in a Subaru Impreza, they are finally able to experience all the things they have always dreamt of doing—including a bittersweet reunion with the dog's long-lost love.

Produced by Agency of Record Carmichael Lynch and directed by Directors Guild of America award winner, Noam Murro, the spot features "I've Loved You All Over The World" by the legendary singer-songwriter, Willie Nelson. This song, from Nelson's studio album, Teatro, was released in 1998 and features Emmylou Harris as a background vocalist.

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

<https://www.youtube.com/watch?v=aerv5xYhz2k>

"Dream Weekend" is a touching television spot that highlights that indescribable bond between a man, his best friend, and the adventurous Subaru Impreza that is with them through it all," said Alan Bethke, vice president of marketing for Subaru.

#MakeADogsDay

Inspired by the launch of "Dream Weekend", Subaru announced a national initiative entitled #MakeADogsDay. The social media focused initiative is designed to inspire and encourage all dog lovers to do even more for their pets, and to share their ideas with the world.

“Dogs do so much for us, maybe it’s time we do even more for them,” said Bethke.

2016 Subaru Impreza

The 2016 Subaru Impreza comes with standard Symmetrical All-Wheel drive and up to 37 mpg in both 4-door or 5-door body styles. The 60/40-split flat folding rear seats make the 2016 Subaru Impreza both versatile and exceptionally flexible.

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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 620 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.