



## Media Information

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### FRESH AIR FUN: SUBARU OF AMERICA SPONSORS 'GET OUT MORE TOUR'

#### *Outdoor Recreation Experts to Offer Skills Clinics and Instruction*

Cherry Hill, N.J., Apr 22, 2009 - Subaru of America, Inc. announces its sponsorship of the Get Out More Tour, kicking off today at the first of many retail locations across the country. The Get Out More Tour will feature outdoor recreation experts Randy and Sheri Propster as they visit more than 50 specialty outdoor retailers in their colorfully wrapped Subaru Tribeca. At each location, Randy and Sheri will share their extensive outdoor expertise and passion for wilderness exploration as they instruct fresh air enthusiasts in everything from trip planning and choosing the right gear and apparel, to essential outdoor safety skills.

"This tour was a natural fit for Subaru, since our line of Symmetrical All-Wheel Drive vehicles are so often used to 'get out more' and explore the great outdoors," notes Tim Mahoney, senior vice president and chief marketing officer, Subaru of America, Inc. "That Randy and Sheri are big proponents of safety in the outdoors will resonate with our customers since the Subaru brand is well-known for its safety standards."

With All-Wheel Drive standard for Subaru vehicles, the vehicles provide a perfect means for getting away from crowded urban areas. Subaru also offers an array of accessories and sports gear that enhances the outdoor experience. Outdoor sports enthusiasts will find Subaru roof carriers for bicycles, kayaks, skis and snowboards at Subaru dealers across the United States, and Subaru-branded camping gear such as tents, lanterns, backpacking hydration systems, and more - can be found at [www.subarugear.com](http://www.subarugear.com).

The Get Out More Tour, in conjunction with Backpacker magazine, will also feature Get Out More Tour tents at five popular outdoor festivals - Appalachian Trail Days, Asheville Mountain Sports Festival, National Trails Day, Big Bear Paddlefest, and Gauley Riverfest. For a complete listing of tour dates and locations, visit [www.getoutmore2009.com](http://www.getoutmore2009.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](http://www.subaru.com).

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