



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Dominick Infante
(856) 488-8615
dinfante@subaru.com

SUBARU REVEALS ALL-NEW BLUE AND GOLD RACING LIVERY AND NEW MOTORSPORTS BRANDING

Camden, N.J., Jan 10, 2019 - Subaru of America, Inc. today unveiled its 2019 motorsports livery, a return to the brand's signature blue and gold colors with a modern, visually striking star cluster graphic inspired by the world-beating Subaru World Rally Team cars of the 1990's and 2000's. The brand also announced a revision to the structure of its U.S. racing activities, which will now combine stage rally, rallycross, record attempts, off-road racing, and circuit racing under the banner of Subaru Motorsports.

"These colors are part of our brand's history, and beloved by our enthusiasts," said Alan Bethke, Vice President of Marketing for Subaru of America. "For a generation of rally fans, Subaru is synonymous with blue cars, gold wheels and the iconic star cluster. This new design pays tribute to that heritage, while looking ahead to future success under the Subaru Motorsports name."

The all-new design, to officially debut January 14 at the North American International Auto Show, features a WR Blue Pearl base color with gold-painted wheels. A bright yellow graphics package is dominated by the Subaru star cluster on the doors with a prominent sweep that extends to the B-pillars and roof; a bigger, bolder take on the "Comet" motif made famous by the World Rally Championship-winning Imprezas of Richard Burns and Petter Solberg. The distinctive red logo of Subaru Tecnica International, the brand's performance division, appears on the front side intakes, rear wing endplates and trunklid vent panel.

Stage rally has formed the core of Subaru of America's motorsports program since 2001, when Subaru Rally Team USA was formed in partnership with Vermont SportsCar. The newly announced Subaru Motorsports name reflects a subsequent expansion into a wider range of racing disciplines, all of which showcase core technologies like the SUBARU BOXER engine and Symmetrical All-Wheel Drive.

In 2018, Subaru Rally Team USA captured the American Rally Association (ARA) overall title and finished on the podium in the Americas Rallycross (ARX) championship. Subaru also secured a Manufacturer's Championship in the Pirelli World Challenge TCA class with partner TechSport Racing, claimed a Class 5 win at the Vegas to Reno off-road race with Crawford Performance/Grabowski Brothers Racing, and established a benchmark record at Romania's famed Transfagarasan Highway with the WRX STI Type RA Time Attack.

Subaru Motorsports will debut the new competition livery and launch its 2019 ARA title defense at Missouri's Rally in the 100 Acre Wood, March 15-16.

Follow Subaru Motorsports on Instagram @srtusa, on Twitter @srtusa, and on Facebook.

About Subaru Motorsports

Subaru Motorsports - Rally Team USA is managed by [Vermont SportsCar](#) and competes in the [Americas Rallycross](#) championship and the [American Rally Association](#) series with the support of [Subaru of America, Inc.](#) Follow the team online at www.subaru.com/rally. Subaru Motorsports participates in off-road racing with [Crawford Performance](#)/Grabowski Brothers Racing and in [Pirelli World Challenge](#) with TechSport Racing.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).