



# Media Information

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## **SUBARU "DOG TESTED. DOG APPROVED.™" CAMPAIGN RETURNS WITH A NEW PACK OF DOGS AND NEW CANINE SOCIAL CAPABILITIES**

- Active dog lifestyle is supported with new canine-specific social applications
- Cornerstone of campaign is Subaru Game Day Dog Walk event on Feb. 5
- Subaru partners with MapMyFITNESS™ to launch MapMyDOGWALK™ Mobile App for iPhone®
- Social networking Dogbook App redesign rolls out with Subaru takeover

Cherry Hill, N.J., Feb 1, 2012 - Subaru of America, Inc. today announced the return of its "Dog Tested. Dog Approved." campaign. The venerable canine commercials return for a third year with a new pack of dogs and social activities. When players take the field on Sunday, Feb. 5, Subaru owners and their four legged friends will hit the streets for the second annual Subaru Game Day Dog Walk event by taking the pledge at <http://www.facebook.com/subaruofamerica>.

"Dogs have always been a large part of Subaru culture; we also know that dogs play a significant role in the lives of our owners," said Alan Bethke, director, marketing communications, Subaru of America. "The Subaru Game Day Dog Walk and new social apps are a natural extension of our brand's active culture and further allow dogs to be our owners' social lifestyle partners."

Subaru is taking an alternative, more social approach to the big game this Sunday than other brands. For example, Subaru partnered with MapMyFITNESS to launch the MapMyDOGWALK mobile application for iPhone. MapMyDOGWALK provides dog owners with access to an innovative geo-mapping application that allows users to track and store their daily walking routes in an online database. Users will also have access to a searchable database of millions of routes across the globe, fitness calculators, dog event listings, and a dynamic social network of healthy and active individuals and their four-legged friends.

Canine social networking site Dogbook rolls out with an all-new design and Subaru integration. The Dogbook Facebook application boasts all-new "Dogline" features: larger profile pictures, bigger news feed photos, a new My Life Story section, a Dog Years Calculator and customizable My Favorites Sections. Also included in the update are a Happy Birthday Video feature and a faster high definition photo uploader.

"Last year 88,000 dog owners took the Subaru Game Day Dog Walk pledge on Facebook," said Bethke. "This year our owners have two new social tools and four new Dog Tested videos to accompany their canine activities."

Dog Tested. Dog Approved.

The campaign is designed to resonate with Subaru owners and like-minded consumers. Subaru drivers are two times more likely than the average car owner to have a pet. In fact, seven out of ten Subaru drivers have a pet, and Subaru owners are also more likely to engage in skiing, camping, boating and other sporting activities. To reflect these passions, those activities are depicted in the four new Dog Tested commercials.

"The Dog Tested spots have always been about highlighting funny and interesting car situations by using dogs instead of people. This year we continue that theme with a focus on the lifestyle of Subaru owners starring an amazing pack of dogs."

[See the 2012 Campaign Commercials:](#)

["Camping"](#) - The dog pack discovers that camping isn't all it's cracked up to be.

["The Beach"](#) - A ragtag pack of dogs find out that sun, surf, and sand make for an epic day.

["Jackknife"](#) - Backing up a canoe trailer proves difficult for a dog and his buddies.

["Ski Trip"](#) - Furry friends spend a day on the slopes.

[Take the Subaru Dog Walk Pledge](#)

[Download the MapMyDOGWALK App for iPhone](#)

Join [Dogbook](#) on Facebook

#### **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 more than 600 dealers 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 [www.subaru.com](http://www.subaru.com).

Follow the Subaru of America Facebook page and subaru\_usa on Twitter.

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