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David Higgins And Subaru Rally Team USA Ready To Launch 2013 Championship Defense At Sno*Drift Rally

Cherry Hill, N.J., Jan 22, 2013 - Defending Rally America National Champion David Higgins will begin his title defense this weekend on the challenging snow and ice covered roads of the Sno*Drift Rally, round one of the 2013 Rally America National Championship. Higgins will fight for his third-straight Rally America Title in his Vermont SportsCar prepared 2012 Subaru WRX STI rally car with his trusted co-driver Craig Drew at his side. The title fight begins at the legendary Sno*Drift Rally, now in its 47th year, Jan. 25 - 26 in Atlanta and Lewiston, MI. The challenge of racing on the icy Northern Michigan roads that compose the Sno*Drift Rally are compounded by rules which prohibit studded or spiked competition ice tires, meaning traction is fleeting and driving skill and patience truly shine.

Besides sleek updated graphics on Higgins' 2012 Subaru STI much of what earned Higgins the 2012 Rally America Driver's Championship is in place yet again for the Champion. Higgins is also brimming with confidence after an active "off-season" which saw him competing as a guest driver with Subaru Rally Team China at a few rounds of the hotly contested Chinese Rally Championship, where Higgins won two events outright.

"I'm really looking forward to getting the 2013 season started. The Sno*Drift Rally is sort of a funny event because when you are doing it you hate every minute of it because the icy conditions are so tough and you are always only a few inches away from slipping off the road at any moment," explains Higgins. "When it goes well it's a great feeling but it's a tough mental game and you are always fighting yourself from trying to push too hard. A small mistake at Sno*Drift will find you stuck in a snow bank digging with your shovels!"

Added James Han, motorsports marketing manager for Subaru of America, Inc., "Sno*Drift [Rally] is a challenging event as it traditionally features snow and slick ice, conditions unique to the other rounds in the championship. Constantly driving on the knife-edge of traction as quickly as possible can be very demanding on drivers, many who will likely struggle to develop a sense of rhythm from one corner to the next. David's rallying experience prepares him well for such conditions, and the all-wheel drive system in his #75 WRX STI will prove crucial in pulling him and [his co-driver] Craig through the rally stages to the finish."

The 2013 Rally America National Championship will include five of last year's events plus the revival of two extremely popular events: The Ojibwe Forests Rally in Minnesota and the Lake Superior Performance Rally (LSPR) in Michigan's Upper Peninsula – both of which spent the past three seasons as Rally America Central Region Championship events.

The 2013 Rally America National Championship calendar is as follows:

Sno*Drift Rally	Atlanta, MI	Jan. 25 - 26
Rally in the 100 Acre Wood	Salem, MO	Feb. 22 – 23
Oregon Trail Rally	Portland & The Dalles, OR	May 3 - 5
Susquehannock Trail Rally	Wellsboro, PA	May 31 - June 1
New England Forest Rally	Newry, ME	July 26 - 27
Ojibwe Forests Rally	Detroit Lakes, MN	Aug. 23 – 24
Lake Superior Performance Rally	Houghton, MI	Oct. 18 – 19

About Subaru Rally Team USA

Subaru Rally Team USA is managed by Vermont SportsCar and proudly supported by Subaru of America, Inc., Subaru Tecnica International (STI), Subaru Performance Tuning (SPT), PUMA, BFGoodrich Tires, RECARO, PIAA, Exedy, Race Proven, and MOTUL. For more information on Subaru Rally Team USA, as well as exclusive photo and video galleries, visit subaru.com/rally and for the latest news follow the team on Twitter: [@srtusa](https://twitter.com/srtusa).

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.

This press release, photos, and videos are available at <http://www.media.subaru.com>

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