



Media Information

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

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

SUBARU OF AMERICA, INC. PROMOTES ALAN BETHKE TO VICE PRESIDENT, MARKETING

New position reflects impact of Marketing on U.S. sales growth

CHERRY HILL, N.J. – Subaru of America, Inc. (SOA) has announced the appointment of Alan Bethke to vice president, marketing from his previous role as director of marketing communications. Reporting to Dean Evans, chief marketing officer for Subaru of America, Bethke will continue to be responsible for the company's national & spot advertising and marketing communications activities.

Bethke joined Subaru from Suzuki in 2003 as a district sales manager. He has worked in a number of positions within sales and marketing for Subaru and assumed his previous title as director of marketing communications in 2010.

"Alan has delivered excellent work," said Dean Evans, senior vice president and chief marketing officer, Subaru of America, Inc. "His team has helped drive the Subaru brand to record sales, awareness and market share. Alan's experience in marketing, advertising, strategic planning and media will continue to help the brand's growth and this promotion reflects the level of work being executed."

Bethke lives in New Jersey with his family and is currently completing his MBA. He holds a degree in marketing from Pennsylvania State University.

In a related move, Robert Font, previously manager, digital marketing is promoted to director, digital marketing communications. Font will continue to report to Bethke.

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 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.