



Media Information

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Subaru Releases "Launch Control"

- Action packed new web-series with an all-access pass behind the scenes of the Subaru Factory Rally and RallyCross Teams

Cherry Hill, N.J., Apr 21, 2013 - Subaru of America Inc. has released the first episode of "Launch Control", a bi-weekly web video series that chronicles Subaru Rally Team USA and the Subaru PUMA RallyCross Team as they prepare for and compete in a fast-paced 2013 race season spanning the globe. With a mix of in-car video, car prep and driver interviews, "Launch Control" is the story of two teams, everything it takes to win and everything that gets in the way.

In the debut episode of "Launch Control," Subaru Rally Team USA driver and defending Rally America Champion David Higgins is training for the upcoming season at his home in Wales, UK, while the crew at Vermont Sports Car, the Subaru technical partner managing both teams, is hard at work in the shop preparing the 2013 Subaru WRX STI team cars for a the season ahead.

If there is a team that knows what goes into winning a championship, SRT USA would be it. Subaru's 2012 Rally America championship victory marked their second in a row and their sixth in seven years.

RallyCross, on the other hand, is relatively new for the team. Competing in the emerging Global RallyCross Championship the team must tackle new venues, new race formats, new rules and new cars. Challenging the established RallyCross teams from Europe, the learning curve for team drivers Bucky Lasek, Dave Mirra and team leader and three-time European RallyCross Champion Sverre Isachsen, has been steep.

"Launch Control" will follow the trials and triumphs of these two teams throughout their 2013 seasons and give viewers a behind the scenes look at the efforts of the drivers, engineers and mechanics as they fight for victories.

"Launch Control" can be viewed at Subaru of America's YouTube channel youtube.com/Subaru with new episodes launching every other Wednesday. The series can also be viewed on the Driving Sports Network which can be found on iTunes, Blip.tv, Roku, Mevio, and DivX TV among others.

Episode 2 will air on May 1st

View Episode 1: <http://subar.us/14wp86F>

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office 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 media.subaru.com.

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