

Media Information



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SUBARU LAUNCHES FIRST TELEVISION SPOT FOR 2016 LINE-UP OF VEHICLES

Subaru reflects on the memorable family moments of which their vehicles are a part in "Making Memories"

Cherry Hill, N.J., Jun 2, 2015 - The first of a series of new television spots for Subaru of America, Inc. has debuted with, "Making Memories". The commercial, by acclaimed director and Directors Guild of America award winner, Noam Murro, showcases the longevity of the Subaru Forester.

Making Memories

You can fit a lot of memories in a Subaru, but there's always room for more. In this new commercial, a father cleans out his family's old Subaru Forester as he prepares to turn over the keys to his 16-year-old daughter. Each artifact he retrieves triggers a memory from his daughter's childhood, which then magically appears on the lawn behind him. As these dreamlike memories fade, his daughter emerges from the house, eager to drive off to create new memories of her own.

The music track in the spot is, "Time Will Tell", performed and written by Gregory Alan Isakov.

"Making Memories" is available to view on Subaru of America's YouTube channel here:

<http://bit.ly/1GTdFPW>

"Making Memories" demonstrates the longevity of the Subaru Forester – it's a car that stays in the family and is passed down from generation to generation – and as such, it plays a role in the lives of this family," said Alan Bethke, vice president of marketing for Subaru. "As the longest lasting compact crossover in America, the versatile Subaru Forester is a staple for a family's years of memories and those to come," Bethke added.

2016 Subaru Forester

The versatile 2016 Subaru Forester boasts a spacious interior and standard Symmetrical All-Wheel drive with 32 miles-per-gallon. The flat-folding rear seats and lift gate allows for more cargo-carrying ability, plus the 8.7 inches of ground clearance lets the Forester take on almost every challenge.

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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 620 retailers 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.