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**FOR IMMEDIATE RELEASE**

## **Subaru of America, Inc. Sponsors Fourth Annual Asian Heritage Street Celebration**

*Largest Asian-themed event in the San Francisco Bay area*

**Cherry Hill, NJ, May 12, 2008** — Subaru of America, Inc. is a proud sponsor of the fourth Annual Asian Heritage Street Celebration. The Company began its entrance into the Asian market in the San Francisco Bay area over four years ago when it introduced its in-language and in-culture advertising to the community.

“We think it’s wonderful to be part of this great cultural celebration,” said Tim Mahoney, senior vice president and chief marketing officer for Subaru of America, Inc. “It’s important for us to be a good community partner and this event is a perfect way for us to become more involved locally.”

In 2004, when Subaru joined in the celebration of the Autumn Moon holiday, the Company held events such as the Subaru Autumn Moon Film Night in Union Square and the Subaru Autumn Moon Party at Club Suede to celebrate the Autumn Moon season with its Wind, Fire and Wheel-themed party.

“Subaru has won the Asian-American Diversity Advertisement Print Ad Award for three years in a row from the Urban Wheel Awards, because it knows the Asian market and is committed to the Asian American community,” said Ted Fang of the AsianWeek Foundation, producer of the event. “Fairgoers will be excited to be able to see and touch Subaru’s newest models in person at AHSC!”

A new model 2009 Subaru Forester was put on display in Japantown Mall today, for the entire week. During the Asian Heritage Street Celebration, Subaru will share with fellow automotive tuner enthusiasts a display of the 2008 Subaru WRX and STI models and offer one-of-a-kind test drives with 2008 Subaru purchase promotions. Subaru volunteers will be on hand with plenty of fun giveaway items.

The Celebration is the largest gathering of Asians in America with an expected attendance of 90,000 people. It is held every third Saturday in May.

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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 in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of nearly 600 dealers across the United States. Subaru makes the best-selling All-Wheel Drive car sold in America based on R.L. Polk & Co. new vehicle retail registration statistics calendar year-end 2005. For additional information visit [www.subaru.com](http://www.subaru.com).

#### **About the Asian Heritage Street Celebration**

The Asian Heritage Street Celebration is a celebration of the diversity in Asian Pacific America. It is organized by the AsianWeek Foundation in cooperation with over 150 local and community groups. It is the largest gathering of Asians and Pacific Islanders in America. Features include sports, live performances, arts and crafts, medical screenings, children's area, school awards and more. All proceeds are donated to local and national charities. [www.asianfairsf.com](http://www.asianfairsf.com)

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