



Diane Anton
Subaru of America, Inc.
856-488-5093
danton@subaru.com

Michael McHale
Subaru of America, Inc.
856-488-3326
mmchale@subaru.com

FOR IMMEDIATE RELEASE

SUBARU PUTS SAFETY FIRST: NEW TELEVISION SPOTS REINFORCE BRAND'S COMMITMENT TO KEEPING DRIVERS AND THEIR FAMILIES SAFE ON THE ROAD

"Take the Subaru" and "I'm Sorry" Spots Tap into the Emotion of Any Parent Who Watches Their Child Get Behind the Wheel

CHERRY HILL, NJ – August 29, 2016 – Subaru of America, named [2016 Most Trusted Brand](#) by Kelley Blue Book, has launched two new television spots that explore both the brand's commitment to safety and the continued trust in Subaru vehicles from parents everywhere. The new spots, "Take The Subaru" and "I'm Sorry," reinforce the automaker's ongoing promise to help keep current and future Subaru drivers out of harm's way.

The national television spots, created by Carmichael Lynch on behalf of Subaru of America, will begin airing in :30s and :60s formats on August 29, 2016, running through September, and will also be featured through targeted digital and social media promotions. In addition to the two new spots, a new safety page that details Subaru's outstanding safety record will also debut on the Subaru of America website, www.subaru.com/safety.

"Take The Subaru" features a playful spin on every parent's worry that their children will never stop finding new and unbelievable ways to hurt themselves. This charming commercial showcases several kids preparing to engage in all kinds of risky behavior — only to have their parents step in and intervene. Fortunately, once the kids are old enough to drive, the family Subaru will be there to help protect them and their parents can trust they will be safe.

The "I'm Sorry" spot explores the raw emotion of the moment that every parent of a teenage driver dreads — the call that there has been an accident. While the teenagers seem most

concerned that they “wrecked the Subaru,” this spot demonstrates that parents are far less concerned about their car and far more concerned about the safety and well-being of their kids. With its strong reputation for safety, moments like these list high among the reasons many parents choose a Subaru in the first place.

“We are proud that Subaru continues to be the trusted vehicle of choice for so many families who recognize the importance of safety for our young drivers,” said Alan Bethke, senior vice president of marketing Subaru of America. “With these new spots, we are happy to reinforce the brand’s commitment to building and honoring this trust and keeping our drivers safe on the road.”

The spots are available to view on Subaru of America’s [YouTube channel](#) here:

- “I’m Sorry” - https://youtu.be/b_O4CeZ7cmU
- “I’m Sorry” (Extended) - <https://youtu.be/nRkOc-uxbu0>
- “Take the Subaru” - <https://youtu.be/nXSklBaZGr8>
- “Take the Subaru” (Extended) - <https://youtu.be/fleCN3N7obk>

For more information about Subaru’s safety features, please visit Subaru.com/safety.

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.

###