

SUBARU CANADA ANNOUNCES ENHANCED CONTINGENCY PROGRAM FOR CANADIAN RALLY CHAMPIONSHIP SERIES

January 16, 2008

(MISSISSAUGA, Ontario) Subaru Canada, Inc. (SCI) has announced significant enhancements to its long-time contingency program. Program modifications will ensure that all Subaru teams competing in the Canadian Rally Championship (CRC) series in 2008, regardless of home country, will benefit financially this year.

2008 marks Subaru's seventeenth consecutive year of participation in the Canadian Rally Championship Series and its tenth anniversary as a major series sponsor. For many years, Subaru has provided cash prizes for competitors to help and encourage them in rally competition.

As a result, over the years there has been phenomenal growth in the number of Subarus competing in rallies across Canada. From only a few participants in the late 1990s, there were nearly 40 Subaru teams contesting the National Championship in 2007.

"Subaru is known world-wide for its success in rally and all of our cars are built with Subaru's 'rally DNA' that provides the basis for its superior performance," said Katsuhiko Yokoyama, president and CEO of SCI. "Subaru Canada is pleased to continue supporting the many competitors in Canada who know what it is like to drive a Subaru."

SCI is also pleased to announce the return of the outstanding Subaru Parts and Technical Support Program for 2008.

This program was launched in 2005 to provide assistance for Subaru competitors. The Subaru Event Van was stocked with parts and has traveled back and forth across Canada attending the National events and Targa Newfoundland.

Stewart Hoo, Subaru's Motorsport and Technical Director has provided the technical support or emergency hands-on help on site for competitors that has often proved invaluable and enabled many of them to continue in competition.

"Overall, Subaru's enhanced contingency program for 2008 will more than triple Subaru Canada's actual cash payouts to the Subaru competitors," said Brian Hyland, director, distribution and sponsorships for SCI. "Subaru Canada is proud of its contributions to rallying in Canada over the years. Our long-time commitment has played a significant role in the increase of Subarus competing in events all across the country and the growth of rally in general. We want to

continue to provide support that will encourage Subarus to race for many years to come.”

Here are Subaru’s Contingency Program details for 2008:

The “Subaru Six Star Prize Program”

It awards the top six Subaru finishers in every event of the CRC national series, regardless of their overall finish in the rally.

Payouts are as follows:

First place \$1,000
Second place \$900
Third place \$800
Fourth place \$700
Fifth place \$600
Sixth place \$500

The “Subaru Super-Six Star Prize Program.”

This prize is the latest addition to Subaru’s contingency program
(not previously announced)

This program will pay out as follows:

An additional \$1,000 will be awarded to every Subaru entry that finishes in the top six overall at any CRC national event.

The “Subaru Start Line Fund”

It provides a cash award to every Subaru entry that starts a CRC national rally, but places outside the top six Subarus.

Payout as follows:

\$250 to each Subaru starter

Year end Canadian Champions Award

Subaru teams winning the Canadian Championship in Open and P4 classes will receive additional cash prizes

Payout as follows:

An additional \$1,500 each

The “Subaru President’s Trophy.”

It will recognize the top overall Subaru in the CRC series

Payout as follows:

First place: \$3,000 plus the President’s Trophy

In addition:

Second and third place overall Subaru finishers in the CRC series

Payout as follows:
\$2,000 and \$1,000 awards respectively

Participation in the program is voluntary. Any Subaru that wants to be eligible for awards in 2008 will be required to pre-register for the program before their first event. Subaru Canada sponsored efforts will not be eligible for participation.

The return of the "Rally Rebate Program" in 2008

This will further round out Subaru's commitment to rally by extending this offer to all the CARS members and associated rally club members. The program gives each eligible member \$750 off the purchase or lease of any new Subaru vehicle.

Volunteer Prizes for Events

Subaru will continue to provide Subaru related merchandise to events for distribution to volunteers at the organizer's discretion to help thank some of each event's volunteers.

Complete contingency program details will be available on the CARS website at www.carsrally.ca and the Subaru Canada website at www.subaru.ca in the near future.

About Subaru Canada, Inc.

Subaru Canada, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Mississauga, Ontario, the company markets and distributes Subaru vehicles, parts and accessories through a network of over 90 authorized dealers across Canada.

For more information, contact Brian Hyland at bhyland@subaru.ca.

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Brian Hyland
Director, Sponsorships and Distribution
Subaru Canada, Inc.
(905) 568-4959