

SUBARU CANADA RETURNS TO RALLYING WITH THE NEWLY LAUNCHED 2008 SUBARU IMPREZA WRX STI PILOTED BY RALLY CHAMPION PATRICK RICHARD

January 16, 2008

(MISSISSAUGA, Ontario) Subaru Canada, Inc. (SCI) is pleased to announce that 2008 will mark its long-anticipated return to rally racing in Canada. Subaru has entered into a joint agreement with Rocket Rally Racing in Squamish, British Columbia to build two new 2008 Impreza WRX STI race cars.

One car will be for competition purposes and the other car will be for promotion and display at various events and venues across the country.

Subaru Canada is also delighted to announce that Patrick Richard, North American Rally Champion, two-time Rally America National Champion and two-time Canadian National Champion, will pilot Subaru's factory effort in its challenge for the national title in the 2008 Canadian Rally Championship Series.

"I'm very excited that Subaru has decided to return to the Canadian Rally Championship," said Patrick Richard. Both Rocket Rally and Subaru Canada have a proven track record in North American Rallying, and together we will be aiming to continue that success in 2008."

Katsuhiro Yokoyama, president and CEO of SCI stated, "We introduced the new generation Impreza in July to rave reviews and the new Impreza WRX STI is just hitting the market now. Sales of our first generation Impreza WRX and WRX STIs benefited greatly from our competition in the Canadian Rally Championship, so it makes great marketing sense to return to competition with the latest generation of our rally-inspired Impreza."

"I am really looking forward to Subaru's return to competition," said Brian Hyland, director of sponsorships and distribution for SCI. "When we retired Subaru Canada's rally team at the end of 2004, there were thousands of disappointed fans. We are delighted to be back in action and to have Patrick Richard racing for Subaru Canada again – this time in our newly launched STI. It is certain to add to the excitement of what promises to be a competitive 2008 rally series."

The Canadian Rally Championship Series will be broadcast on TSN across Canada and on RDS in Quebec throughout the year.

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.

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