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COSTCO AUTO PROGRAM AND SUBARU OF AMERICA PROMOTION PRODUCES RECORD-BREAKING RESULTS

SAN DIEGO (May 1, 2012) – The Costco Auto Program today announced that its latest promotion, the Subaru Limited-Time Offer, is producing record-breaking results. One-third of the way through the promotion, more than 8,000 Costco members have registered for the special offer – more than double the amount expected by the company.

In an announcement March 15, 2012, the Costco Auto Program announced the Subaru Limited-Time Offer, in collaboration with Subaru of America. Through the promotion, Costco members will receive a \$500 Costco Cash Card for completing a member satisfaction survey after the purchase of an eligible Subaru – in addition to the already low, prearranged Costco member price available through the Costco Auto Program.*

In media interviews following the announcement, the Costco Auto Program estimated that approximately 5,000 Costco members would likely purchase an eligible Subaru through this promotion. However, it seems the company is on pace to exceed that goal.

“When members respond well to a promotion like the Subaru Limited-Time offer, it shows that we are delivering on our goal to continually add value to Costco membership. It also proves that it is mutually beneficial for dealers to participate in the Costco Auto Program,” said John Gleason, Costco Services manager. “We look forward to bringing more offers like this to members in the future and strengthening our relationship with Costco members and dealers alike.”

Offer Details

The Subaru Limited-Time Offer is available to Costco members from March 15 through June 15, 2012. To qualify Costco members must:

1. Visit www.CostcoAuto.com/Subaru or call 877-746-7422 to register with the Costco Auto Program and locate a dealership participating in this promotion.

2. Purchase or complete a factory order of an eligible vehicle between March 15, 2012, and June 15, 2012.
3. Submit a Redemption Form after purchase and complete a Costco Auto Program member satisfaction survey to receive the \$500 Costco Cash Card by mail for use at their favorite warehouse.

In addition, all manufacturer rebates and dealer incentives publicly available at the time of purchase also apply.

The Costco Auto Program provides members with everyday savings on vehicles at more than 2,500 participating dealerships around the country. To ensure superior customer service, the Costco Auto Program trains and certifies Authorized Dealer Contacts at participating dealerships on the program's process and procedures before they are able to work with Costco members. The program also provides Costco members with online tools to research vehicles they are interested in, locate the nearest participating dealer and make a purchase at a low, prearranged price.

To learn more about the Subaru Limited-Time Offer or the Costco Auto Program, visit www.CostcoAuto.com or call 877-746-7422.

About Costco Auto Program

The Costco Auto Program is recognized as the leading member auto buying program in the industry, offering prearranged pricing and first-class experience on New vehicles, Factory-Certified Pre-Owned vehicles, boats and powersports products to more than 40 million U.S. Costco members. The program value and service ratings boast the highest in the industry by members and dealers. The Costco Auto Program is operated by Affinity Auto Program, which has been managing the program since its inception with Price Club, in 1989. Last year alone, Costco members purchased more than 250,000 vehicles through the program.

About Subaru

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 more than 600 dealers 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 www.subaru.com.

Editorial notes:

* To qualify for this offer, Costco members must: (1) Register with the Costco Auto Program to locate a dealership participating in this promotion. (2) Purchase or complete a factory order of an eligible vehicle between March 15, 2012, and June 15, 2012. (3) Submit a Redemption Form after

purchase and complete a Costco Auto Program member satisfaction survey to receive the Costco Cash Card by mail. Please allow 6-8 weeks for delivery following survey completion.

Costco and its affiliates do not sell automobiles or negotiate individual transactions. Tax, title and license fees are not included in the prearranged price. Promotional details are subject to change without notice. Offer excludes all BRZ, Impreza WRX and WRX STI models. Pre-owned vehicles are excluded from this offer; however, retired demos and courtesy vehicles, subject to dealer availability, are eligible. Factory orders are eligible; buyer's order and deposit must be completed by June 15, 2012. Offer not available in Hawaii, Puerto Rico, Canada or Mexico. Purchases made through the Subaru VIP Program are not eligible for the Costco Cash Card offer.

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