



FOR IMMEDIATE RELEASE

SUBARU AT Thailand International Motor Expo 2013

Subaru XV - Tangerine Orange Pearl to debut

Bangkok , 28 November 2013 – TC Subaru (Thailand), the authorized distributor of Subaru in Thailand, announced key highlights of its participation at the upcoming 30th Thailand International Motor Expo 2013. The Subaru booth highlight includes the showcase of **a new colour option for the Subaru XV** in Thailand. The Subaru press conference is scheduled at 11.30am on 28 November 2013.

Showcased for the first time in Thailand, is a brand new colour option for the **Subaru XV** – Tangerine Orange Pearl. Since its launch at the 2012 Thailand International Motor Expo, the assembled-in-Malaysia Subaru XV has been the bestseller for the brand in Thailand.

Aside from the Subaru XV, the model line-up at the Subaru booth will also feature **WRX STI, Legacy 2.5 GT, Outback 2.5i, all-new Subaru Forester** and the **Subaru BRZ**.

The Subaru booth concept is based on the global theme of **Motion Stream**, to highlight the Subaru brand statement of **Confidence in Motion**. The booth design is meant to convey Subaru's brand value of **Enjoyment and Peace of Mind** and create a display space that allows for better communication with visitors by enabling as many consumers to understand and experience Subaru at all our customer touch points.

Aside from its booth activities, Subaru will also present popular annual highlights – the **Russ Swift Stunt Show 2013** – at this year's **Thailand International Motor Expo 2013**

Back by popular demand, Motor Image is proud to bring world renowned precision driver and Guinness World Record holder, Russ Swift to Thailand again. Russ Swift



has electrified crowds with his repertoire of trademark gravity-defying car stunts, which include **Reverse Spinning, Handbrake Parking, Drifting** and **Doughnuts**.

For the first time in Thailand, Subaru BRZ will be introduced as one of the stunt cars alongside the line-up of Subaru Impreza and the WRX STI.

The **Subaru Russ Swift Stunt Show** will be conducted three times a day (3pm, 5pm and 7pm) from 7-10 December for public. An exclusive media preview for the Russ Swift Stunt show will be held at 3.00pm on Saturday 7, December.

The Subaru booth is located at the A02 area and will cover a total area of over 1,120 square meters at the Thailand International Motor Expo 2013. TC. Subaru currently has showrooms located across Thailand – Bangkok and suburban: Serithai, Pinklao, Vibhavadi, Bangna, Petchaburi Rd, Rama3 and Nonthaburi Northern: Chiangmai , Chiangrai North-Eastern: Nakhonratchasima , Khonkhan Middle-Eastern: Songkhla , Surathani.. For more information, visit www.motorimage.net.

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About Tan Chong International

Tan Chong International (HKSE:0693) is listed on the Stock Exchange of Hong Kong and is a major motor, property and distribution company with operations in Singapore, Cambodia, China, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. Since its inception in 1957, the Group has grown its assets substantially through continuous expansion of its existing diversified business portfolio in manufacturing, distribution and retail.

About Motor Image

Motor Image is the authorised distributor of Subaru automobiles in Singapore. Established in 1986 and headquartered in Singapore, the company has since set up vehicle sales and distribution networks in Cambodia, Hong Kong, Indonesia, Malaysia, Philippines, Southern China, Taiwan, Thailand and Vietnam. Motor Image is a wholly-owned subsidiary of Hong Kong-listed Tan Chong International Limited (TCIL), which has partnered with Fuji Heavy Industries Ltd. for the local assembly of Subaru vehicles in Malaysia. Signed in July 2011, the agreement leverages Tan Chong's existing assembly facilities for production of Subaru cars for marketing and distribution in Malaysia, Thailand and Indonesia. This new development is part of Motor Image's growth strategy which identifies ASEAN as the key engine of the Group's future growth. The Group aims to expand its sales network in Malaysia, Indonesia and Thailand. Other businesses that TCIL engage in across Asia include automotive, commercial, manufacturing, trading and property investment businesses across Asia. www.motorimage.net/MIG/home/

About Subaru

Based in Japan, Subaru is the automotive division of Fuji Heavy Industries (FHI), a comprehensive, multifaceted transport equipment manufacturer that develops a wide range of innovative products such as automobiles, aerospace, bus-manufacturing, house-prefabricating, industrial products and ecology systems.

Founded in 1955, Subaru has since grown to become one of the world's leading carmakers. In 1972, Subaru became the first in the world to market an All-Wheel Drive (AWD) passenger car and pioneered the market in Japan for high-performance station wagons by combining a turbo-charged engine with an AWD system. Subaru has improved and refined its AWD system, to create a symmetrical AWD system that enables optimal driving pleasure and safety.

Subaru is well-known by motoring organizations worldwide for its engineering, design, functionality, safety and reliability. The Subaru range of vehicles includes the BRZ, Exiga, Forester, Impreza, Legacy, Outback, Tribeca and XV. Collectively, they have been known to be "driver's cars" offering superb handling because of the core technologies, such as the Symmetrical All-Wheel Drive and Subaru Boxer, built into every model. www.subaru-global.com