

Subaru of America and Out-Write Media, LLC, have entered into an official sponsor partnership to produce Pedal America®, the new national television series for public television.

“We are thrilled to build this relationship with a brand that aligns itself with the great outdoors, preserving climate change, and physical activity,” says Pedal America’s Executive Producer, Ira David Levy, “and we look ahead to leveraging them with outstanding programming and events.” Levy and his crew plan to enter production in May 2011 and produce episodes through September. The series will launch at the American Public Television Fall Marketplace in November, in San Diego. “That gives us a projected air date of February or March 2012,” says Levy.

“We consistently support public broadcasting and are excited to help bring this new, original series to PBS,” said Alan Bethke, director of marketing communication for Subaru of America, Inc. “The series is a great fit with the active, outdoor and environmentally conscious elements of our brand.”

Among its first episodes, Pedal America will feature the single-track Allegrippis Trail system in Raystown Lake, Pa. The trail was built and is maintained by the Subaru-IMBA Trail Care Crew.

Pedal America Pedal America, produced by Out-Write Media LLC, celebrates the liberating world of bicycling as an economical, eco-friendly, and healthful means of activity that friends and families can enjoy safely. The series aims to educate, inspire and encourage riders of all ages to rediscover their communities from journeying through national parks and local urban areas. The series showcases best and safest routes; the development of bike trails, bikeways, and bike infrastructure; bicycle repair and maintenance to make cycling less intimidating; and personal stories of how bicycling has helped to transform lives.

Subaru of America, Inc. 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.