



**SUBARU**

# Licensing Opportunities

2025

INTRODUCTION

# Subaru Official Licensed Merchandise

Subaru’s Official Licensed Merchandise program offers partners the chance to tap into a wide and diverse audience with access to valuable and compelling brand assets, such as beloved Subaru vehicles and renowned Motorsports drivers.

From motorsports enthusiasts to adventure seekers and lifestyle fans, each category of Subaru Official Licensed Merchandise allows licensees to connect with passionate communities that share a lasting loyalty to the Subaru brand.

Licensees receive official Subaru holographic labels for their licensed products, signifying their status as approved representations of the Subaru brand.



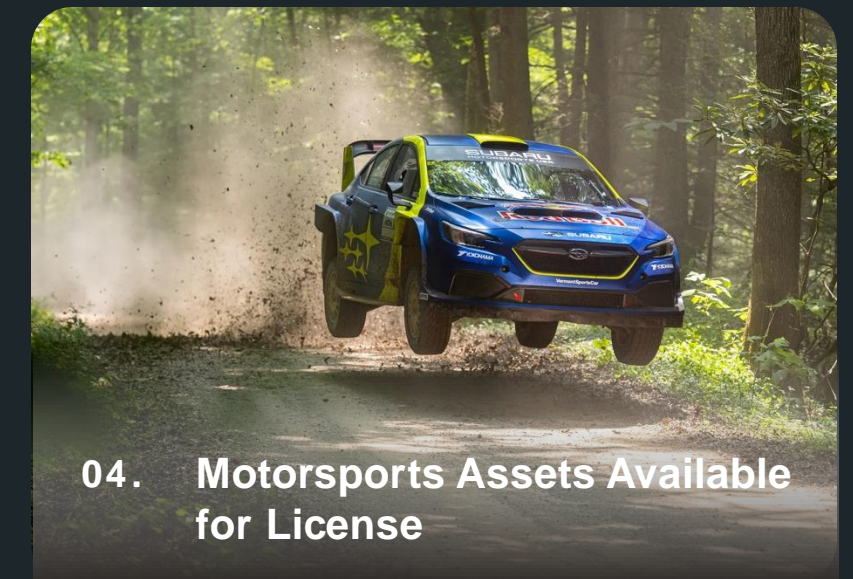
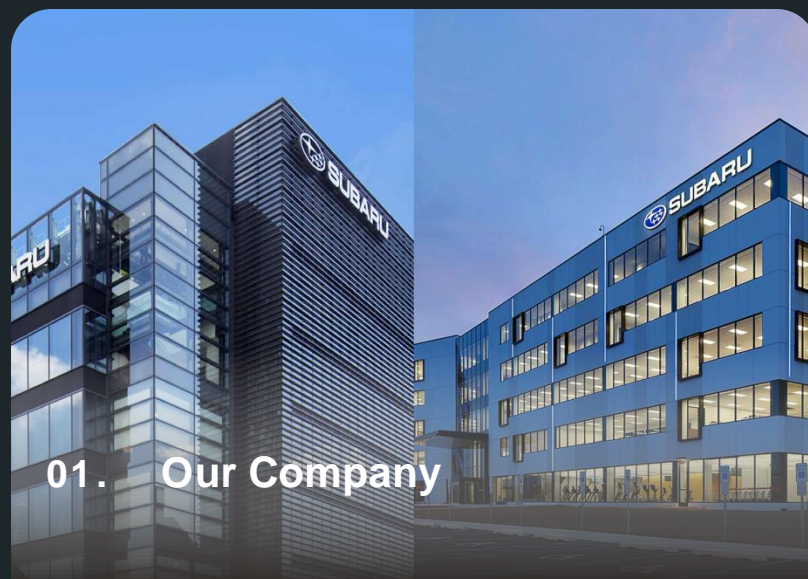




Subaru is driven by a commitment to quality, reliability, safety, capability, adventure, excitement and the greater good of our world. From our special lineup of production and motorsports vehicles to award-winning brand advertising, our rich library of iconic assets reflects the love people have for the life they live.

**Love. It's what makes Subaru, Subaru.®**

## Content We'll Cover Today

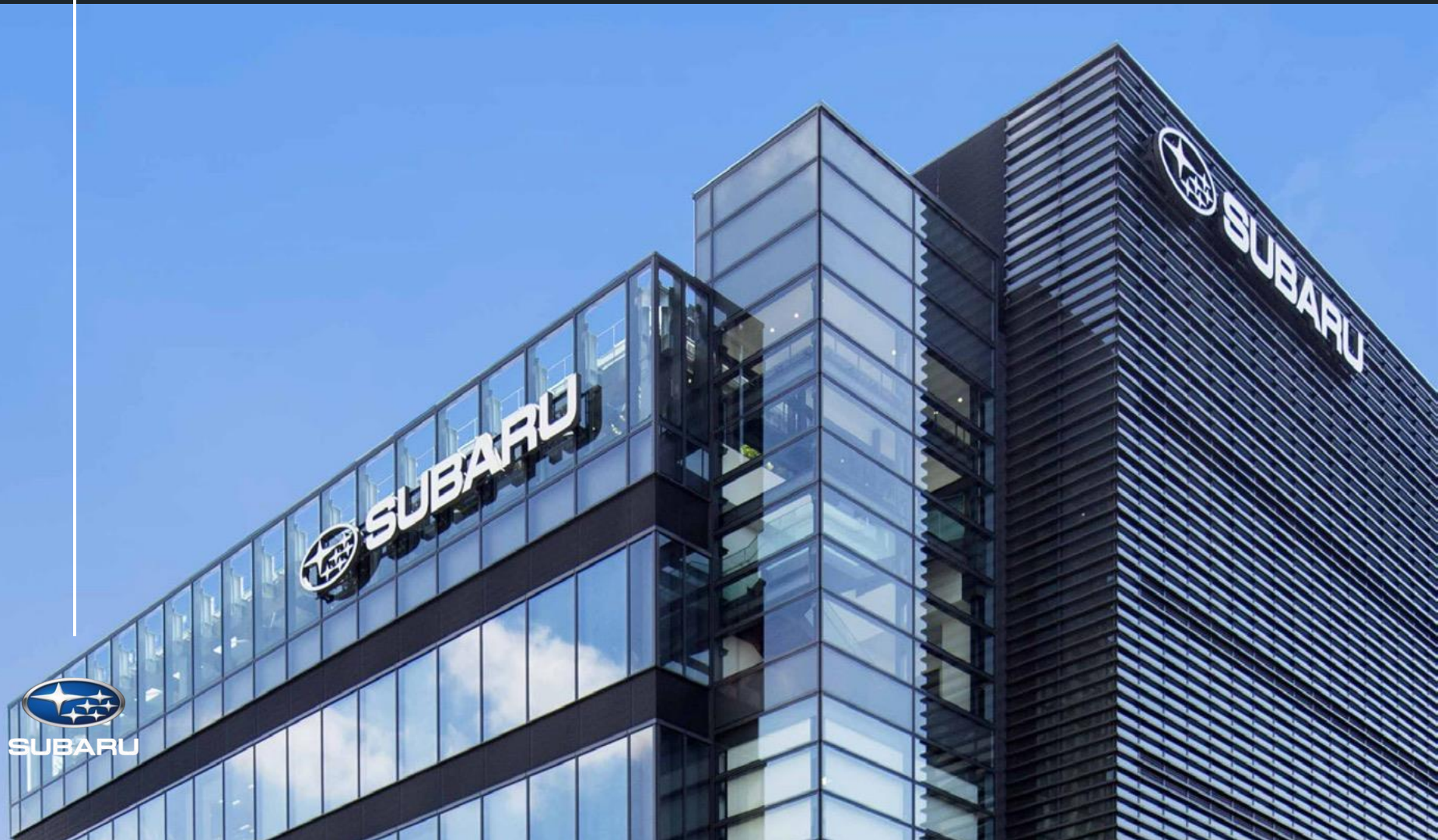




# Our Company



Subaru Corporation  
Ebisu, Japan



Subaru of America  
Camden, NJ





OUR COMPANY – SUBARU CORPORATION

# Delivering Happiness to All

In 1953, five Japanese companies merged to form Fuji Heavy Industries Ltd., later renamed Subaru Corporation. Our history as an automaker began with the launch of the Subaru 360 five years later.

Today, Subaru Corporation embodies a global engineering and transportation corporation with an automobile sales network that has locations in 90 countries and regions.



- + Best Overall Automotive Brand
- + Most Reliable Automotive Brand



98% of Subaru vehicles sold in the last 10 years are still on the road today.\*



More IIHS TOP SAFETY PICK+ awards than any other brand since 2013.

*\*Based on U.S. Sales*





## OUR COMPANY – SUBARU OF AMERICA

# More Than a Car Company<sup>®</sup>

Subaru of America is committed to selling and servicing vehicles our customers love, while also being a part of a greater good for our world.

From our Share the Love<sup>®</sup> Event, to our Love Promise community efforts, we are proud to say that Subaru is More Than a Car Company<sup>®</sup>.

## Subaru of America, Inc.

643

U.S. Retailers

#8

Largest of 42  
Auto Brands  
Sold in the U.S.



The 2025 Best Automotive Brand, according to Consumer Reports.



Forbes' #1  
automotive brand  
for social impact.



#3 in Customer Satisfaction for both Sales & Service Experience in 2024, according to JD Power.



The best-selling all-wheel-drive brand in America for the last 10 years.



#1 in Safety, Product Quality, Service Quality Customer Satisfaction, Dependability, and Customer Loyalty.



OUR COMPANY

# The Subaru Love Promise<sup>®</sup>

The Subaru Love Promise is our vision to show love and respect to all people at every interaction with Subaru. Through our five core pillars — Environment, Health, Education, Pets, and Community — and the Subaru Share the Love<sup>®</sup> Event, we aim to create change in the areas Subaru and our owners care about the most.

## Subaru Impact



**\$288M+**

Charitable Donations



**900K+**

Children and Adults Experiencing Homelessness Supported



**13M+**

Pounds of Hard-to-Recycle Waste Collected and Recycled



**350K+**

Cancer Patients Supported



**750K+**

Students in Need Supported



**504K+**

Animals Adopted, Rescued, and Supported

### Largest Corporate Donor to:



### Largest Automotive Donor to:





OUR COMPANY

# Social Media & YouTube (U.S.)

Subaru of America’s strong and growing social media and YouTube presence offers a powerful platform to amplify licensing partnerships.

With millions of followers across platforms and billions of impressions annually, Subaru engages a loyal and diverse audience that spans key demographics.



## Followers & Impressions



2.9M

Total Followers

+43%

Y/Y TikTok Follower Growth



2B

Total Impressions

+57%

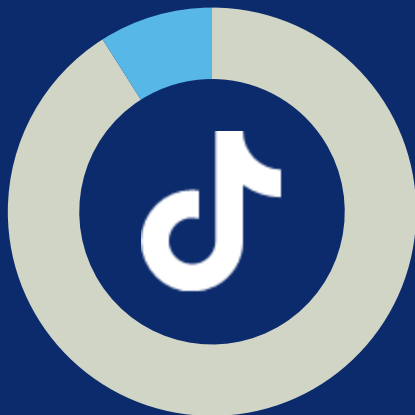
Y/Y Impression Growth



63% Male  
37% Female



66% Male  
15% Female  
18% Nonbinary or Unspecified



91% Female  
9% Male

Ages 25 – 34  
most prominent  
age range  
across channels



495K+

Subscribers

208M+

Total Video Views



# Current Company Assets Available for License



CURRENT ASSETS AVAILABLE FOR LICENSE

# Subaru Brand Logos

The six-star logo represents the guiding light of the Pleiades constellation and has been a powerful symbol of the brand's legacy.

The logo has become a representation of the love and loyalty shared by Subaru drivers to the brand.

Brand Logos



Four-Color, Horizontal Logo

*Logos available in four-color, one-color, and two-color variations, either horizontal or vertical.*



Four-Color, Vertical Logo



One-Color, Vertical Logo

Vehicle Badge

The logo is also the centerpiece of the iconic badge that adorns every Subaru vehicle.



CURRENT ASSETS AVAILABLE FOR LICENSE

# Subaru Vehicles

**CROSSTREK®**



**FORESTER®**



**OUTBACK®**



**ASCENT®**



**SOLTERRA®  
EV**



**IMPREZA®**



**LEGACY®**



**BRZ®**



**WRX®**



*Many more vehicles available for license.*



CURRENT ASSETS AVAILABLE FOR LICENSE

# Subaru Wilderness<sup>®</sup>

Designed for paths less traveled, the Subaru Wilderness family of vehicles is specifically engineered for tougher and deeper off-road exploration. Since its launch in 2022, Wilderness models have quickly found a home with Subaru’s audience of outdoor enthusiasts, becoming a mainstay in the off-roading, overlanding, and adventure spaces.



Logo



2025 Subaru Outback Wilderness



2025 Subaru Crosstrek Wilderness



2025 Subaru Forester Wilderness





CURRENT ASSETS AVAILABLE FOR LICENSE

# Subaru Tecnica International (STI)<sup>®</sup>

Subaru Tecnica International (STI), our renowned performance division, embodies the spirit of innovation and engineering mastery. From motorsports to production vehicles, STI has become a symbol of dynamic performance and Subaru's dedication to pushing limits.



Primary Logo



Secondary Logo



Vehicle Badge



STI S210



CURRENT ASSETS AVAILABLE FOR LICENSE

# Subaru Vehicles

LEVORG



JUSTY



CHIFFON



LEVORG  
LAYBACK



PLEO+  
PLUS



SAMBAR  
VAN



STELLA



REX



SAMBAR  
TRUCK



CURRENT ASSETS AVAILABLE FOR LICENSE

# Subaru Engineering Elements



## SUBARU BOXER® Engine

The SUBARU BOXER® engine, with its distinctive horizontal layout and balanced design, is a hallmark of the Subaru brand. Its compact and innovative design reflects Subaru's commitment to engineering excellence.



## Symmetrical All Wheel Drive Logo

Recognized as a defining feature of Subaru vehicles, Symmetrical All-Wheel Drive embodies the brand's commitment to confidence and control in all conditions. Its perfectly balanced design has become an iconic element of Subaru's engineering legacy.



## CURRENT ASSETS AVAILABLE FOR LICENSE

# Subaru Love Promise® Logos



## The Subaru Love Promise®

The Subaru Love Promise is our vision to show love and respect to all people at every interaction with Subaru. It's what makes us uniquely Subaru.



## Love Promise Pillars & Subaru Share the Love®

Our five core Love Promise pillars, along with the Subaru Share the Love® Event, represent Subaru's focus on giving back to our world, including: health, education, pes, environment, and communities overall.



CURRENT ASSETS AVAILABLE FOR LICENSE

# Subaru Brand Assets

**Love. It's what makes Subaru, Subaru.®**

Since 2008, the "Love." campaign has been Subaru of America's north star. It demonstrates the role of our vehicles as they enable our owners' lives and passions. "Love" has elevated the brand beyond a collection of vehicle models.

## The Barkleys®

Dog tested. Dog approved. The Barkleys, our family of Labrador and Golden retrievers, have been a familiar favorite in our Subaru of America advertising for over a decade.





# Vintage Company Assets Available for License

With iconic logos, beloved vehicle designs, and historical advertising, Subaru's Vintage Garage offers a rich archive of assets that resonate with both brand enthusiasts and those who simply appreciate vintage aesthetics.



VINTAGE ASSETS AVAILABLE FOR LICENSE

# Vintage Subaru Brand Logos

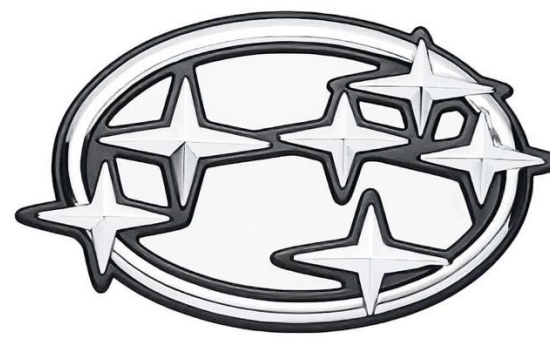
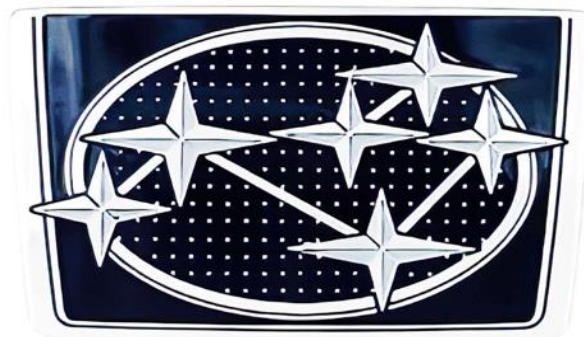
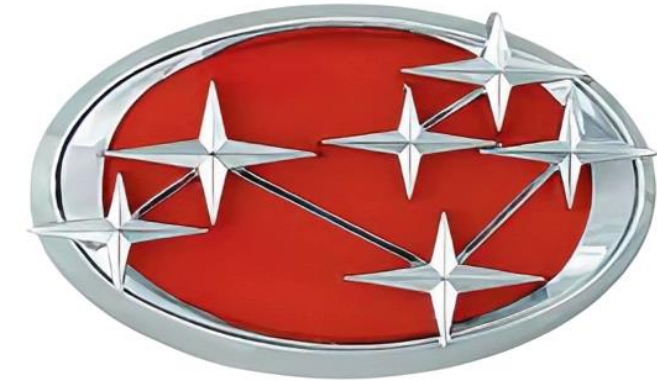


Many more vintage brand logos available for license.



VINTAGE ASSETS AVAILABLE FOR LICENSE

# Vintage Subaru Vehicle Badges



*Many more vintage vehicle badges available for license.*

VINTAGE ASSETS AVAILABLE FOR LICENSE

# Vintage Subaru Vehicles

Subaru 360



Subaru 360 Van



Subaru 360 Truck



Subaru Sambar



Subaru GL USA Ski Team Wagon



Subaru 22B



2002 Subaru WRX



Subaru XT



Subaru Brat





VINTAGE ASSETS AVAILABLE FOR LICENSE

# Vintage Subaru Tecnica International<sup>®</sup> (STI) Vehicles

From iconic engineering to rare, unique models, these STI vintage vehicles have captured the hearts of enthusiasts worldwide, showcasing decades of innovation and performance excellence.

Subaru Impreza 22B STI Version (1998)



Subaru Impreza S201 (2000)



Subaru Forester STI II Type M (2001)



Subaru Impreza S203 (2004)



Subaru R205 (2010)



Subaru S209 (2019)



*Many more STI vehicles available for license.*



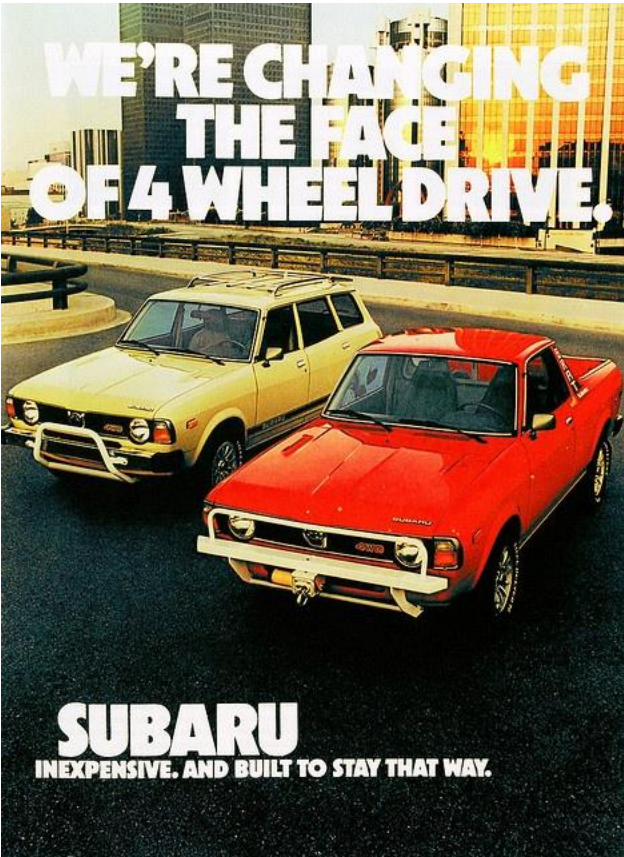


VINTAGE ASSETS AVAILABLE FOR LICENSE

# Vintage Advertising & Slogans



**SUBARU**  
THE ECONOMY CAR  
FOR TODAY'S ECONOMY.



*Subaru. What to drive.*<sup>TM</sup>

**SUBARU**   
*The Beauty of All-Wheel Drive.*





## SUBARU MOTORSPORTS EFFORTS



# MOTORSPORTS & SUBARU

Motorsports has cultivated a global fanbase of passionate and knowledgeable enthusiasts, driven by over 50 years of thrilling races, memorable moments, and cutting-edge vehicle technology.

With a rich heritage that spans decades, continents, and four distinct disciplines, Subaru has cemented its place as a motorsports powerhouse, renowned for its iconic vehicles and legendary drivers.



# OUR AUDIENCE

Subaru Motorsports reaches large audiences at scale.







AUDIENCE

# SOCIAL MEDIA

Motorsports enthusiasts are among the most engaged on social media, and Subaru leads the way as their top team.

**22%** **HIGHER REACH**

than World Rally Championship (WRC) teams from Toyota, Hyundai, and Ford, combined.



Subaru Motorsports USA is #1 in social media reach.

## FOLLOWERS & IMPRESSIONS



**17.2M**

Total Team Followers <sup>1</sup>

**488M**

Impressions <sup>2</sup>

**+42.6%**

Follower Increase Year Over Year <sup>2</sup>

## ENGAGEMENT RATE & VIEWS



**15X**

Better Engagement vs. Avg. Sports Teams Per Post <sup>2</sup>

**234M**

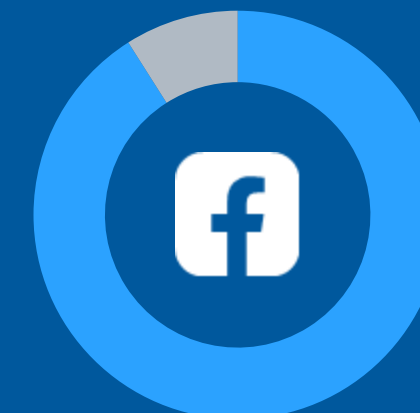
Social Media Video Views <sup>2</sup>

## DEMOGRAPHICS

Audience split among Facebook (ages 25–34) and Instagram (ages 18–24)

<sup>2</sup>  
**91% MALE**

**9% FEMALE**



**76% MALE**

**24% FEMALE**



1. Subaru Motorsports USA, Subaru of America Inc, Travis Pastrana, Brandon Semenuk, Scott Speed, and Vermont SportsCar's social media accounts.
2. Subaru Motorsports USA's social media accounts

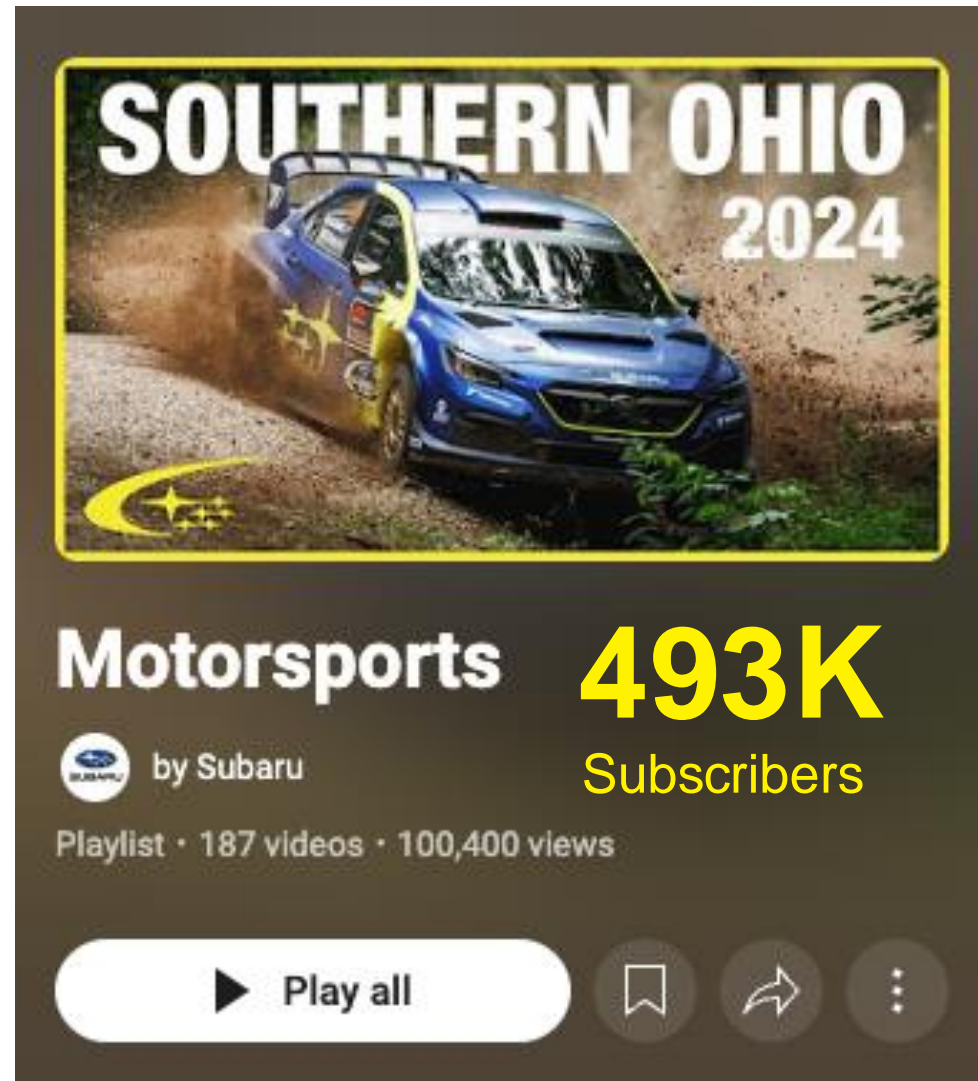




**SUBARU**  
MOTORSPORTS USA

AUDIENCE

# ONLINE VIDEO



**LAUNCH CONTROL  
SERIES**

**7.9M**  
Minutes Watched



**SPECIALTY DEVELOPED  
CONTENT**

**4M+**  
Views





**SUBARU**  
MOTORSPORTS USA

AUDIENCE

# EARNED MEDIA

Subaru Motorsports generates significant media visibility through organic coverage of races, team news, and technological advancements, supported by strategic press releases and driver engagements with fans and media.

**JALOPNIK**

**MOTOR TREND**

**CAR AND DRIVER**

**ROAD & TRACK**

**Sports**

**TopGear**

**MEN'S JOURNAL**

**Sports Illustrated**

**Forbes**



**THE DRIVE**

Watch Travis Pastrana Wrangle the 850-HP Subaru Huckster Up the Goodwood Hill

MCLAREN'S SOLUS GT TAKES GOODWOOD HILLCLIMB VICTORY BUT TRAVIS PASTRANA'S SUBARU STEALS THE SHOW

**DirtFish**

SEMENUK WINS EVERY STAGE ON SNO\*DRIFT

THE SUNDAY TIMES  
**DRIVING**

Home > News > Auto Events

**autoevolution**

## The Discrepancy Between a Solus GT and a 'Family Huckster' - That's Goodwood FoS

Published: 19 Jul 2023, 07:12 UTC • By: Aurel Niculescu

There is a simple reason why the annual British motorsports festival featuring modern and historic motor racing vehicles has become so unanimously praised and revered – as long as they're entertaining and have (some) wheels, they are allowed in without any stigma.

## SEMENUK HUMBLLED BY ARA SUCCESS

AFTER DOMINATING THE 2023 CHAMPIONSHIP, THE CANADIAN STAR HAS HEAPED PRAISE ON HIS SUBARU MOTORSPORTS USA TEAM

**DirtFish**



**GOODWOOD ROAD & RACING**

Video: How Subaru built Travis Pastrana's Family Huckster



**SUBARU**  
MOTORSPORTS USA

AUDIENCE

# ADDITIONAL REACH

Subaru Motorsports USA achieves additional social media and online video reach via special marketing projects with team partners and sponsors like Red Bull.



**88.1M**

Main Account  
Followers

**12.1M**

Motorsports  
Account Followers

**19.3M**

Subscribers



**11 MILES & 318 CORNERS...**  
**AMERICA'S MOST  
DANGEROUS ROAD**





## AUDIENCE

# EVENTS & ACTIVATIONS

In the U.S., in-person experiences offer a unique platform for Subaru to bring together dedicated motorsports and brand fans, from interactive experiences and vehicle showcases to Subaru exclusive enthusiast events.

**400K+**

Estimated Yearly Live Event Attendees

**80+ & 200+**

Activations at shows, dealerships, and races for 200+ event days each year.

**6 OWNER EVENTS**

MA, CA, PA, IL, FL, TX

**31.4K**

Attendees





# RALLY





## RALLY

# WHAT IS IT?

Rally racing takes place across the globe as the World Rally Championship (WRC) and in the U.S. as the American Rally Association (ARA)

A thrilling point-to-point race against the clock, Rally pushes drivers, co-drivers, and their machines to the limit.

Teams race production-based cars on closed public roads day or night, conquering every imaginable terrain, from snowy mountains to muddy forests and sandy deserts, all while tackling high jumps and tight turns at incredible speeds.

### Audience Reach

#### WORLD RALLY CHAMPIONSHIP

**4M** Fans Attracted

**1B+** Global Reach

#### AMERICAN RALLY ASSOCIATION

**40.2M** Total Impressions

**47%** ARA Fans Own a Subaru

# SUBARU HISTORY & SUCCESS



## RICH HERITAGE

Subaru is the most revered name in rally. Our legacy started over 20 years ago with the Subaru World Rally Team and legendary drivers like Colin McRae, Richard Burns, and Petter Solberg.

**3X**

## MANUFACTURERS' CHAMPION

Three-time winner from 1995–1997.

**3X**

## DRIVERS' CHAMPION

Three-time winner in 1995, 2001, and 2003.

**SUBARU**  
MOTORSPORTS USA

## CONTINUED LEGACY

Subaru Motorsports USA has continued the legacy of the Subaru World Rally Team since 2008.



## RALLY CHAMPIONSHIPS

Winners of 17 of the last 23 Rally Championships, including 9-straight years from 2011-2019. Winners of 2021-2024 Championships.





RALLY | ASSETS AVAILABLE FOR LICENSE

# LOGOS & COLORS



## SUBARU WORLD RALLY TEAM

The Subaru World Rally Team's iconic blue and gold color scheme remains one of the most recognizable and memorable liveries in World Rally Championship history.



## SUBARU MOTORSPORTS USA

The most iconic automotive name in motorsports today with the beloved blue and gold Subaru World Rally Team colors.



## SUBARU MOTORSPORTS USA COMET AND STAR CLUSTER

The modern evolution of the original Subaru World Rally Team's comet and star cluster is now being used as part of Subaru Motorsports USA efforts.





## RALLY | ASSETS AVAILABLE FOR LICENSE

# VEHICLES

**SUBARU**  
MOTORSPORTS USA

### 2024 SUBARU WRX ARA24 OPEN CLASS RALLY CAR



#### DRIVERS

- + Travis Pastrana
- + Brandon Semenuk

#### HIGHLIGHTS

- + 2024 Rally America Championship (Semenuk)

### 2022 SUBARU WRX STI OPEN CLASS RALLY CAR



#### DRIVERS

- + Travis Pastrana
- + Brandon Semenuk

#### HIGHLIGHTS

- + 2022 and 2023 Rally America Championships (Semenuk)

### 2013 SUBARU WRX STI OPEN CLASS RALLY CAR



#### DRIVERS

- + David Higgins

#### HIGHLIGHTS

- + 2013 America National Rally Championship

### 2012 SUBARU WRX STI OPEN CLASS RALLY CAR



#### DRIVERS

- + David Higgins

#### HIGHLIGHTS

- + 2012 America National Rally Championship Winners

### 2006 SUBARU IMPREZA WRX STI OPEN CLASS RALLY CAR



#### DRIVERS

- + Travis Pastrana
- + Ken Block

#### HIGHLIGHTS

- + 2006 and 2007 America National Rally Championship Winners

### 2006 SUBARU IMPREZA WRX STI X GAMES



#### DRIVER

- + Colin McRae

#### HIGHLIGHTS

- + Iconic McRae roll during first televised American rally during the 2006 X Games



## RALLY | ASSETS AVAILABLE FOR LICENSE

# VEHICLES

**SUBARU**  
WORLD RALLY TEAM

### 2006 SUBARU IMPREZA WRC2006



#### DRIVERS

- + Petter Solberg

#### HIGHLIGHTS

- + Multiple Podium Finishes
- + 2nd Place Rally of Mexico and Rally of Turkey

### 2003 SUBARU IMPREZA WRC2003



#### DRIVERS

- + Petter Solberg

#### HIGHLIGHTS

- + One of our most iconic rally cars
- + 2001 WRC Drivers' Championship

### 2001 SUBARU IMPREZA WRC2001



#### DRIVERS

- + Richard Burns

#### HIGHLIGHTS

- + "Bugeye" Design Overhaul
- + 2001 WRC Drivers' Championship

### 1997 SUBARU IMPREZA WRC97



#### DRIVERS

- + Colin McRae

#### HIGHLIGHTS

- + Subaru's Third Consecutive WRC Manufacturers' Championship (1997)
- + 1997 WRC Drivers' Championship 2<sup>nd</sup> Overall

### 1994-1996 SUBARU IMPREZA 555



#### DRIVERS

- + Colin McRae

#### HIGHLIGHTS

- + Subaru's First WRC Manufacturers' Championship (1995)
- + 1995 WRC Drivers' Championship

### 1993 SUBARU LEGACY RS



#### DRIVERS

- + Colin McRae

#### HIGHLIGHTS

- + Subaru's entry into the WRC, winning its first rally at the 1993 New Zealand Rally.

MANY MORE VEHICLES AND LIVERIES AVAILABLE FOR LICENSE



RALLY | ASSETS AVAILABLE FOR LICENSE

# RALLY DRIVERS

CAR #199



## TRAVIS PASTRANA

- + 6× ARA National Champion  
(2006 – 2009, 2017, 2021)
- + Driver Name, Image, and Likeness available for license.

CAR #180



## BRANDON SEMENUK

- + Defending 3× ARA National Champion
- + 5x Canadian Rally Champion
- + Driver Name, Image, and Likeness available for license.

HEAD TO “MEET THE DRIVERS” SECTION FOR MORE ON PASTRANA AND SEMENUK





# RALLYCROSS





## RALLYCROSS

# WHAT IS IT?

Rallycross is an exciting motorsport that combines the best aspects of rallying and circuit racing. Drivers compete on short, mixed-surface circuits that include both asphalt and gravel or dirt, creating a unique challenge with ever-changing conditions.

Unlike rally cars, rallycross vehicles are built for speed and don't have to be street legal, allowing for faster, more aggressive racing. With tight corners, jumps, and frequent contact between cars, the action is intense and unpredictable, making every race a thrilling spectacle for both drivers and spectators.

## Audience Reach

# 216K

Views on Subaru Launch  
Control's episode of the 2021  
Nitro Rallycross' final event



# SUBARU HISTORY & SUCCESS



## RALLYCROSS REIGN

Subaru was a dominant force in rallycross. Our rallycross journey began in 2012 with the Global Rallycross Championship, and we went on to continue to push the limits of performance in America with drivers like Scott Speed and Travis Pastrana, solidifying our place at the forefront of rallycross competition.

# 15+

## YEARS OF SUBARU RALLYCROSS PERFORMANCE



The inclusion of rally in the X Games 15 years ago elevated the sport to a new level. Our team helped make it happen while earning 10 X Games medals along the way.



## RALLYCROSS CHAMPIONS

Winners of both the 2021 Nitro Rallycross Team and Driver's Championships, and the 2019 America's Rallycross Team's Champion.



RALLYCROSS | ASSETS AVAILABLE FOR LICENSE

# VEHICLES



## 2021 SUBARU WRX STI RALLYCROSS SUPERCAR



- DRIVERS**
- + Travis Pastrana
  - + Scott Speed
- HIGHLIGHTS**
- + 2021 Nitro Rallycross Team Championship and 1<sup>st</sup> and 2<sup>nd</sup> place in Driver's Championship

## 2017 SUBARU WRX STI RALLYCROSS SUPERCAR



- DRIVERS**
- + Patrik Sandell (Gray/Yellow Livery)
  - + Chris Atkinson (Blue/Yellow Livery)
- HIGHLIGHTS**
- + Several 2017 Red Bull Global Rallycross Championship Podium Finishes

## 2015 SUBARU WRX STI RALLYCROSS SUPERCAR



- DRIVERS**
- + Bucky Lasek (Gray Livery)
  - + Sverre Isachsen (White Livery)
- HIGHLIGHTS**
- + Competed in 2015 Los Angeles Global Rallycross Championship as special one-off livery

## 2011 SUBARU IMPREZA WRX STI RALLYCROSS SUPERCAR



- DRIVER**
- + BMX Legend Dave Mirra

## 2010 SUBARU IMPREZA WRX STI RALLYCROSS SUPERCAR



- DRIVERS**
- + Travis Pastrana
- HIGHLIGHTS**
- + Competed in first ever Rallycross events held in US in 2010

MANY MORE VEHICLES AND LIVERIES AVAILABLE FOR LICENSE





RALLYCROSS | ASSETS AVAILABLE FOR LICENSE

# RALLYCROSS DRIVERS

CAR #199



## TRAVIS PASTRANA

- + Nitro Rallycross Founder and Track Designer
- + 2021 Nitro Rallycross Driver's Champion
- + Driver Name, Image, and Likeness available for license.

CAR #41



## SCOTT SPEED

- + Four Straight US Rallycross Championship Titles (2014-2018)
- + Driver Name, Image, and Likeness available for license.

HEAD TO "MEET THE DRIVERS" SECTION FOR MORE ON PASTRANA AND SPEED





# GYMKHANA





## GYMKHANA

# WHAT IS IT?

Gymkhana is an exciting, high-octane automotive stunt series that has captivated audiences worldwide. Featuring purpose-built vehicles, the series showcases thrilling stunts and driving precision in environments like the steep streets of San Francisco or abandoned factories in Detroit. Each video combines drifting, tight turns, and jumps in fast-paced sequences, highlighting the power of the cars and the skill of the drivers.

The video series has become a fan favorite, with millions tuning in to watch the jaw-dropping action, making Gymkhana a must-see spectacle in motorsport entertainment.

### Audience Reach

**500M**

Over the 12 installments of the viral Gymkhana video series

# SUBARU HISTORY & SUCCESS



## POWERING GYMKHANA ACTION

Subaru was there to kick off the viral Gymkhana video series with Ken Block’s first two videos in 2008 and 2009 and now Subaru Motorsports USA and Travis Pastrana continue to bring the iconic Gymkhana videos to life for millions of fans across the world.

### GYMKHANA 2008

**17M+** Views

**46K+** Likes

### GYMKHANA 2009

**53M+** Views

**171K+** Likes

### GYMKHANA 2020

**67M+** Views

**1.1M+** Likes

### GYMKHANA 2022

**23M+** Views

**533K+** Likes





## GYMKHANA | ASSETS AVAILABLE FOR LICENSE

# VEHICLES

**SUBARU**  
MOTORSPORTS USA

2020 SUBARU "AIRSLAYER"



### DRIVER

- + Travis Pastrana

### HIGHLIGHTS

- + Custom built for and starred in "Gymkhana 2020" viral video with 70M+ YouTube views
- + Record Holder: Mt. Washington Hillclimb
- + Record Holder: Virginia International Raceway (Grand Course)

1982 SUBARU GL FAMILY HUCKSTER



### DRIVER

- + Travis Pastrana

### HIGHLIGHTS

- + Custom built for and starred in "Gymkhana 2022" viral video with 23M+ YouTube views
- + Multiple podium finishes at Goodwood Festival of Speed Hillclimb Shootout





# EXHIBITION





## EXHIBITION

# WHAT IS IT?

In these events, drivers don't race directly against each other but instead take on the clock, aiming for the fastest time over challenging courses, whether on a winding mountain road or a dedicated racetrack.

Each run is a test of precision, skill, and engineering, where even a fraction of a second can be the difference between victory and defeat. Drivers face not only the terrain and time but also the pressure of chasing records set by their rivals and even themselves.

## Audience Reach

**200K**

Fans attended the Goodwood Festival of Speed in England.

**155K**

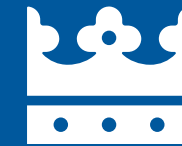
Fans enjoy the thrill of motorsports in downtowns across the country with Red Bull Show Runs.

# SUBARU HISTORY & SUCCESS



## SETTING RECORDS

Subaru has broken speed and time records at renowned events and locations like the Isle of Man TT, Mt. Washington, and the Goodwood Festival of Speed with turbocharged vehicles that showcase our performance and engineering excellence in motorsports worldwide.



Scott Speed in Subaru's Project Midnight, set the fastest internal combustion vehicle time at the 2024 Goodwood Festival.

**11M**

Our Goodwood Festival efforts earned 881K+ engagements and 11M+ impressions on SMSUSA social accounts.



Current Mt. Washington Climb to the Clouds record, set by Travis Pastrana in 2021 with the Subaru Airslayer STI.



Lap record for Car and Driver's Lightning Lap at Virginia International Raceway set by Scott Speed in the Subaru Airslayer STI.





EXHIBITION | ASSETS AVAILABLE FOR LICENSE

# VEHICLES



## 2024 SUBARU WRX: PROJECT MIDNIGHT



### DRIVER

- + Scott Speed

### HIGHLIGHTS

- + Fastest Internal Combustion Engine Car at Goodwood Hillclimb 2024
- + Velocity Invitational 2024 Winner: Global Time Attack and Hillclimb

## 2021 WRX STI RALLYCROSS CAR



### DRIVER

- + Scott Speed

### HIGHLIGHTS

- + Featured at Red Bull F1 Show Run demos for hundreds of thousands of fans across the country.

## 2017 nSUBARU WRX STI TYPE RA NBR SPECIAL



### DRIVERS

- + Richie Stanaway

### HIGHLIGHTS

- + New Lap Record for Four-Door Sedan at Famous Nürburgring Nordschleife Racetrack

## 2015 SUBARU WRX STI TIME ATTACK



### DRIVERS

- + Mark Higgins

### HIGHLIGHTS

- + Broke the 37 Mile Isle of Man TT Road Course Record

MANY MORE VEHICLES AND LIVERIES AVAILABLE FOR LICENSE



# MEET THE DRIVERS





RALLY, RALLYCROSS, GYMKHANA  
& EXHIBITION

# TRAVIS PASTRANA



**One of action sports' most iconic athletes.**

Travis Pastrana's accomplishments are extraordinary: he became the motocross World Freestyle Champion at just 14 and is the most decorated competitor in X Games freestyle motocross history. Since starting his rallying career with Subaru in 2004, he has won six rally championships (2006-2009, 2017, and 2021).

Pastrana also co-created Nitro Circus, the biggest live action sports show ever, attracting over 46 million TV viewers in the U.S. and selling more than 750,000 tickets globally.



**6.7M FOLLOWERS**



**5M+ FOLLOWERS**



**351K SUBSCRIBERS**

- + Six-time national stage rally champion (2006-2009, 2017, 2021)
- + Gymkhana series driver , delivering high-flying stunts and precision maneuvers for millions of fans.
- + 2021 Nitro Rallycross Driver's Champion
- + Current record holder, Mt. Washington Hillclimb
- + Nitro Rallycross founder and track designer
- + Most successful freestyle motocross athlete in history
- + Red Bull Athlete (2009 – 2016, 2019 – 2022)





RALLY

# BRANDON SEMENUK



**The world's best freeride mountain biker also dominates on four wheels.**

Semenuk's talent on a mountain bike is unprecedented - and he brings the same focus and talent that made him a champion on a bike to the world of rally.

A native of British Columbia, Semenuk began rallying in 2010 at a grassroots level, gaining experience, confidence and speed to become one of rally's rising stars. Subaru recognized his talent and signed him to the team in 2020. Since then, Semenuk has dominated the ARA, winning three rally championships with Subaru.



**365K FOLLOWERS**



**697K FOLLOWERS**



**18K SUBSCRIBERS**

- + Red Bull athlete
- + Three-time American Rally Association (ARA) Champion (2022 – 2024)
- + Five Canadian Rally Championship event wins
- + Three North American Rally Cup titles
- + X Games silver - Mountain Bike Slopestyle (2013)
- + Five-time Red Bull Joyride winner (2011, 2013 – 2015, 2017)
- + Four-time Red Bull Rampage winner (2008, 2016, 2019, 2021)





## RALLYCROSS &amp; EXHIBITION

SCOTT  
SPEED

## America's Rallycross King

Since winning the first rallycross race he entered back in 2013, Scott Speed has cemented himself as the undisputed king of American rallycross. He has dominated the sport, winning four straight US rallycross championship titles (2014-2018). Speed has an impressive history in racing: in 2006 he became the first American to race in Formula One since Mario Andretti in 1993. He spent two years in F1 with the Red Bull Toro Rosso F1 team before shifting to NASCAR.

Subaru welcomed the legendary driver to the team in 2019. In 2021 Speed finished 2nd Overall in the Nitro RX Supercar Championship, behind his teammate Pastrana.



78K+ FOLLOWERS



76K+ FOLLOWERS

- + Red Bull Athlete
- + Driver: Project Midnight WRX
- + Four-Straight Rallycross Championships (2014-2018)
- + 2015 X-Games Rallycross Gold Medalist
- + A multi-disciplined veteran athlete with experience in F1, NASCAR, IndyCar, and Formula E
- + Track Record Holder: Virginia International Raceway





# CONTACT OUR TEAM



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