



SUBARU[®]
OFFICIAL VEHICLE OF THE
COLORADO TENNIS ASSOCIATION

December 12, 2005

DEAR COLORADO USTA MEMBER:

As the official vehicle of the Colorado Tennis Association, Subaru is rolling out the red carpet to you, our valued members. **Never before has your membership been as valuable as it is right now!**

Subaru is offering VIP pricing on the purchase or lease of a new vehicle – exclusive to Colorado's USTA members. Dealer price is defined as the actual price the dealership pays for the car (this includes the delivery cost the dealer pays). The price is further reduced by all applicable regional dealer or customer incentives. **The promotion will result in substantial savings for our members.**

If you are in the market for a new vehicle, we ask that you consider a Subaru. Not only does Subaru make a line of vehicles perfect for Colorado's climate and topography, but they also support tennis here in Colorado. Subaru's sponsorship of the CTA has infused the organization with dollars that go towards enhancing existing programs and also allows us to further grow the game statewide.

In order to take advantage of this exclusive offer, you will need to act fast! The offer expires on February 28, and is limited to Colorado USTA members who have been active for at least 6 months.

Here's how the promotion works:

- 1) Contact Lisa at the CTA office at 303.695.4116 ext 201 to request an approved VIP Dealer Visit Authorization form. *NOTE: The Dealer Visit Authorization form does not obligate you to purchase or lease a new Subaru, it does however, inform the dealership that you are entitled to VIP pricing.*
- 2) You will be asked your name, USTA membership number, address, telephone number and choice of participating dealer. Visit www.subaru.com to view a list of Colorado dealerships.
- 3) A Dealer Visit Authorization form will be sent directly to you. *NOTE: You should wait until you receive the form before visiting the dealership, and should present it when you arrive.*

For additional information on this exclusive offer, visit www.coloradotennis.com or give Lisa a call at 303.695.4116 ext 201.

Sincerely,



Jon Messick
President, Colorado Tennis Association

F.A.Q.S

FREQUENTLY ASKED QUESTIONS

Q– What is the VIP Partners Program?

A– The VIP Partners Program is a Subaru of America, Inc. (SOA) corporate program designed to allow eligible members of SOA marketing affiliates the ability to purchase or lease new Subaru vehicles through a dealership at a no-haggle price of dealer invoice cost.

Q– How does the VIP Program work?

A– To participate in the VIP Program, an eligible member must request a dealer visit authorization form PRIOR to contacting a dealer. To request a form, the eligible member must contact their membership services office. The membership services office will verify the current membership status of the participant and then forward the request to SOA headquarters for processing. Within a few days, the VIP dealer visit authorization form will be mailed directly to the approved member. The form will include the dealership name, telephone number and contact person. A copy of the VIP form will also be faxed to the participating dealer. The form does not obligate the member to purchase a Subaru. The intention of the form is to alert the dealership to the fact that the customer is entitled to VIP pricing.

Q– Who is eligible to participate in the VIP Program?

A– Any VIP customer must be an active member of the SOA marketing affiliate for a minimum of 6 consecutive months. Immediate family members, including spouse and domestic partner, residing in the same household are also eligible for VIP pricing, subject to dealership verification of member status and address. The VIP Partners Program offer is non-transferable and does not extend to the member's relatives such as parents, siblings, children, etc

Q– Are used Subarus also included in the VIP Program?

A– No. The VIP program only applies to new, unused vehicles. New Subaru vehicles are those never titled, not previously reported sold and generally have less than 100 miles.

Q– Can I visit more than one dealer?

A– Under the VIP Program, pricing from dealer to dealer is standardized at dealer invoice, so there is no need to shop around – just choose the participating dealer that is most convenient for servicing.

Q– Will I be able to purchase accessories at dealer invoice price?

A– For accessories that are factory-installed on the vehicle, the price would be dealer invoice. The dealer will determine the price of any accessories that are added after the vehicle has arrived at the dealership, as the dealer will incur labor costs to install such accessories.

Q– Can I lease a new Subaru under the VIP program?

A– Yes, the capitalization cost of the vehicle on the lease will be dealer invoice. Leases can be structured for our VIP customers with an acceptable credit history with a zero down payment. However, a security deposit and first month's payment are required.

Q– Will dealers accept my current vehicle as a trade in under the VIP program?

A– Yes, most dealers will accept trade-ins. The participating dealer determines the value of the trade. Because you are purchasing a new vehicle at dealer cost, you should expect no more than a wholesale offer for your trade. Customers with trades should consider the benefit of selling their trade-in privately.

PROMOTION INFORMATION

INTRODUCTION

The VIP Partners Program is a Subaru of America, Inc. (SOA) corporate program offering members of the Colorado Tennis Association the opportunity to purchase or lease new Subaru vehicles at dealer invoice cost through participating Subaru dealerships.

ELIGIBILITY

Any VIP Partners customer must be an active member of Colorado Tennis Association for a minimum of 6 consecutive months. VIP dealer visit authorization forms are issued only to eligible affiliate members and their spouse or domestic partner residing in the same household (address verification required).

The VIP Partners Program offer is non-transferable and does not extend to the member's relatives such as parents, siblings, children, etc.

VIP Partners customers are limited to two (2) new vehicles within a 12-month time period.

The Dealer Visit Authorization form does not obligate the member to purchase or lease a new Subaru; it does, however, inform the dealership that the member is entitled to VIP pricing.

PROCEDURES

To participate in the VIP Program:

1. Colorado Tennis Association members must receive an approved VIP Dealer Visit Authorization form PRIOR to contacting a participating Subaru dealer.
2. Members must contact the Colorado Tennis Association membership services office at 303.695.4116 ext 201 to request a dealer visit authorization form.
3. The membership office will verify the customer's membership status.
4. Member will be asked their name, membership ID number, address, telephone number and choice of participating dealer.

Upon receipt, SOA will mail the SOA approved Dealer Visit Authorization form directly to the Colorado Tennis Association member. As an introduction to the dealer, SOA will also fax a copy of the Dealer Visit Authorization form directly to the dealer. The authorization form is non-transferable and will expire in 45 days from the date of the letter. The member must take the form to the participating dealer indicated on the form. We ask that the member wait until the form is received before visiting Subaru dealers. The form must be presented to the participating dealer contact person (Noted on the Dealer Authorization form) upon entry into the dealership.

DEALER SELECTION

VIP customers select the dealer of their choice, generally based upon customer proximity and convenient servicing. Should the customer not have a dealer preference, SOA will select the closest participating dealer based on the customer's zip code. Customers may visit the Subaru website at www.Subaru.com to locate their closest dealer.

All VIP sales must be conducted by an authorized and participating Subaru dealer. The VIP Program is available in all states except Hawaii.

PRICING

VIP pricing for purchase and lease transactions is based upon dealer invoice cost for the vehicle and factory installed accessories as invoiced and delivered to the dealer by SOA. This is the non-negotiable base price for all customers with proper VIP Program authorization.

The VIP price is further reduced by all applicable regional dealer or customer incentives.

The special pricing under the VIP program is non-transferable and cannot be combined with any other Subaru of America, Inc. promotional offers, coupons (such as auto show or internet coupons) or direct mail offers or vouchers (except Subaru MasterCard-points).

The VIP Partners customer will be responsible for all applicable federal, state and local taxes and license and municipality registration fees. Any customary dealer administrative, advertising and/or trade fees are additional.

LEASING

Lease pricing is available based on dealer invoice cost and can be structured with a zero down payment for applicants with an acceptable credit history. A security deposit and first month's payment in advance is required.

ACCESSORY PRICING

For accessories that are added to the vehicle at the factory, the price to the VIP customer is dealer invoice. The dealer will determine the price of any accessories that are added after the vehicle has arrived at the dealership, as the dealer will incur procurement and labor costs to obtain and install such accessories.

VEHICLE AVAILABILITY

All new Subaru models are included in the VIP Program, subject to availability and dealer discretion. At the dealer's election, the Subaru vehicle may be secured from the dealer's new vehicle inventory or ordered from SOA. From time to time, new models may be temporarily held from the VIP Program until dealer inventories are sufficient to accommodate VIP customers.

New Subaru vehicles are those never titled, not previously reported sold and generally have less than 100 miles.

TRADE-INS

Generally, most dealers will accept trade-ins. The participating dealer determines the value of the trade. As you are purchasing or leasing a new vehicle at dealer cost, you should expect no more than a wholesale offer for your trade. VIP customers with trades should consider the benefit of selling their trade privately.

FINANCING

Financing arrangements, if any, will be determined in the usual manner with the dealer and will be subject to the standard credit approval practices at the dealership. From time to time, SOA does offer low rate financing on select Subaru models. VIP customers are eligible to take advantage of any special low rate financing offers in effect at the time of purchase should they be available.

SUBARU ADDED SECURITY

The cost of Subaru Added Security contracts will be determined by the dealership and agreed to jointly by the participating dealer and the VIP Partners customer.

DISCLAIMERS

- The special VIP Partners pricing does not apply to sales made prior to receipt of the approved dealer visit authorization form.
- In order to obtain VIP Partners pricing, the member must follow the procedures as outlined herein by possessing a VIP Partners Authorization Form upon entering the dealership. It is not the intention or purpose of the program to interfere with any pricing negotiations currently underway between a dealership and a customer who has previously visited the dealer without the form. In such situations, the VIP Partners Program does not apply.
- Participation in the VIP program recognizes the relationship between Subaru of America, Inc. and the VIP participant. Inclusion in the program is a privilege and accordingly, at its sole discretion, Subaru of America, Inc. may at any time exclude an individual from the VIP program.
- VIP Partners Program will remain in effect until such time as modified by SOA.