

**UNLIKE OTHER FRANCHISES,
SUBARU'S WORTH A CLOSER LOOK.**



UNCOMMON ENGINEERING
UNCOMMON STABILITY
UNCOMMON ROADHOLDING
UNCOMMON SENSE



EVERY CAR DEALERSHIP HAS ITS UPS AND DOWNS. THAT'S WHY EVERY DEALERSHIP NEEDS AS MANY OPPORTUNITIES AND AS MUCH HELP FROM A PARTNER AS POSSIBLE TO SEE IT THROUGH CHALLENGING TIMES.

UNLIKE OTHER CAR MANUFACTURERS, SUBARU OFFERS A RANGE OF VEHICLES THAT CAN TRULY BE CALLED UNIQUE. WITH A DYNAMIC NEW RANGE, INCLUDING THE STYLISH LEGACY, THE UNCOMPROMISING OUTBACK, THE ADVENTUROUS FORESTER AND THE LEGENDARY IMPREZA, SUBARU VEHICLES OFFER STYLE, COMFORT AND PERFORMANCE. USING THE LATEST TECHNOLOGY AND INNOVATIVE DETAILING, EVERY NEW SUBARU LAUNCH IS EAGERLY ANTICIPATED AND WIDELY COVERED BY THE PRESS. AND UNLIKE OTHER CAR MANUFACTURERS, THE QUALITY OF OUR CARS IS ONLY MATCHED BY THE QUALITY OF OUR SUPPORT.



**UNLIKE OTHER MANUFACTURERS,
SUBARU HAS STRENGTH BEHIND IT.
AND VISION IN FRONT OF IT.**

In uncertain times, it's important that you can trust your partners. Subaru is owned by the multinational Fuji Heavy Industries, who have a turnover in excess of £10bn. Subaru also has a strong alliance with Toyota, the biggest car company in the world, and we share technology, innovations and knowledge. In the next few years Subaru and Toyota plan to jointly develop new and exciting models to release onto the market. With this behind us, Subaru is a name that is really looking forward.

**UNLIKE OTHER MANUFACTURERS,
SUBARU IS TRULY UNIQUE.**

No-one builds cars like Subaru. No-one at all. It's because we like to think differently. We call it uncommon sense. But for you, it provides a fantastic opportunity. That's because Subaru can provide an excellent profit stream, either as a stand-alone franchise or one that won't conflict with an existing

franchise. With a famous sporting heritage, Subaru is synonymous with innovative technology, including Symmetrical All-Wheel Drive and Boxer engines. We can even boast the world's very first diesel Boxer engine, another thing to make Subaru stand out for you and your customers.

Add in further technical innovations, including Subaru Lineartonic, the world's first continually variable transmission for AWD, along with a clever engine cradle mount and the picture becomes even clearer. Subaru is the car company that's worth a second look.

In the saturated world of automotive sales, there is an unmistakable place for the car company who thinks differently and will treat you as a valued partner. Because there are plenty of customers who like to think a little differently and want to be treated well too. And these are customers and revenue you can add to your dealership by taking on a Subaru franchise and using the unique Subaru range to enhance your offering.



**UNLIKE OTHER MANUFACTURERS,
SUBARU PROVIDES A REAL PROFIT
OPPORTUNITY.**

Subaru's low start up costs make it the perfect partner for your business. With a proven track record of being flexible, independent and decisive, Subaru UK is able to take a less prescriptive, more transparent approach. This makes your life easier and the partnership between you and us stronger.

We have a strong and committed CRM programme for our customers, who are kept fully up to date with the latest product news, increasing retention and loyalty. With a loyal and growing customer base, we have a dedicated Subaru team managing our prospect database. And with continual calling to prospects for qualification, requalification and progression through the purchasing journey, we deliver you with quality leads with a real interest to purchase. You can also track the status of all leads and see all previous communication with prospects. And finally, we manage inbound enquiries with a professionally trained customer support team.



**UNLIKE OTHER MANUFACTURERS,
SUBARU HAS THE DEALER SUPPORT
TO MATCH.**

Our unique product is also backed up by dealer support that covers everything from sales and marketing to training and aftersales. As well as full training on our range of unique models, you'll also receive specialist sales training and ongoing support from our team of dedicated Regional Managers. We do this in partnership with you to ensure you are getting the right level of support in those areas where it is needed most.

You can take advantage of our current generous 180 day free stocking on all our core stock vehicles, plus an extensive package of marketing support. This includes point of sale, adverts, digital support and direct mail. This can be downloaded from our online resource or ordered to provide you with comprehensive marketing support for local use. Our dealer marketing team can also conduct dealer visits for expert one to one local marketing support and advice.



From November 2009, Subaru was back on television with our new, high profile 'Uncommon Sense' campaign which generated an unprecedented response. This exciting new campaign will continue into 2010 with a wide range of television adverts, national press and an online campaign. This has already been a huge success with a very positive and sizeable response and increased traffic to dealers. We hope and expect this reaction to continue through 2010, making it the perfect time to take advantage and reap the benefit of a Subaru franchise.

**UNLIKE OTHER MANUFACTURERS,
SUBARU IS WITH YOU FOR THE LONG
TERM.**

Building a successful business isn't about taking a short-term view or instant success. We build our business and partnerships on making decisions for solid, sustainable growth. We're always looking to the future, which is why a Subaru franchisee knows they'll

have fantastic products for years to come. As well as the world's first diesel Boxer engine, Subaru has developed a hybrid drive system and are the world leaders in lithium battery technology.

If you're looking to bring an extra dimension to your business, a Subaru franchise could provide the perfect partnership. With unique vehicles, unique support and a unique profit opportunity, it's the ideal way to strengthen and grow your business in these challenging times.

It's because we don't think like everyone else that our range will complement yours. It's because we don't think like everyone else that our cars will bring new customers to your dealership. It's because we don't think like everyone else that our support will help you to generate the greatest possible revenue from this opportunity. It's because we believe in true long term partnerships.



**IT'S BECAUSE WE BELIEVE IN
UNCOMMON SENSE.**

For more information about how you can take advantage of this individual opportunity, or to request an invitation to our next open day, please contact:

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Alternatively for more information about Subaru and our innovative range of vehicles, please visit

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