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PRESS RELEASE

SUBARU OF LAS VEGAS / ZENKAI MOTORSPORTS Powered by Crawford Performance debuts Subaru Impreza WRX STI Time Attack Car At Rd2 of Super Lap Battle Las Vegas

ZENKAI – definition: Wide Open / Flat Out / Going hella fast!

May 20, 2010 – Las Vegas, NV – Subaru of Las Vegas is pleased to announce a mutual collaboration with Crawford Performance (Oceanside, CA) to compete in various motorsports events throughout 2010, including selected Redline Time Attack Series, Super Lap Battle, and Subiefest 2010.

24-year-old Las Vegas native, Thomas Smith, a protégé of the legendary Quirt Crawford – builder of the Ken Block's Gymkhana 1 & 2 STIs, will be attacking the circuits this year as the featured driver. Smith, a proven Karting and AutoX driving force will see his skills put to the test in the highest level of Time Attack competitions in America, with many insiders already predicting his podium finishes this year. "Smith's true potential of pushing the limit matches our Zenkai spirit", said Burton Hughes, General Manager of Subaru of Las Vegas.

With the right machine, GRB Impreza WRX STI prepared by Crawford Performance, and the team efforts of the motorsports division of Subaru of Las Vegas, ZMRT (Zenkai Motorsports Racing Team) headed by team director, Gary Harding, realizing podium finishes and premier marketing opportunities for the varied sponsors will become a reality.

Quirt Crawford explained how the marriage between Zenkai Motorsports and Crawford Performance took place:

"It originally started when Thomas (Smith) proved his driving talents in a Crawford car at the track. He got our attention that day and it blossomed from there. We are currently building a new (ZMRT Time Attack) car for Thomas to drive and we will be one of the primary (technical) sponsors of the vehicle. Our expectation for this team are podium finishes and overall we expect to do very well. As the sponsorship team comes together, we will definitely be able to create a very competitive vehicle. Thomas (Smith) has the talent..."

ZMRT driver Thomas Smith is very excited about his opportunity to pilot the ZMRT Time Attack STI. In a recent statement he said,

"I'm pretty optimistic about the new Time Attack car. I want to get into the seat as soon as possible--get some laps around the track and lead our team to the podium. The car and the team will draw a lot of attention and I predict we will do very well."

To celebrate the emergence of Subaru of Las Vegas / Zenkai Motorsports – powered by Crawford Performance, a video prologue documentary was released this week. The 8 minute long HD video can be viewed on YouTube page below.

<http://www.youtube.com/watch?v=RjHQVqLr6Xo>

Finally, on May 18th, 2010, Subaru of Las Vegas was honored with the visit of Mr. Ikuo Mori, President and CEO of Fuji Heavy Industries, the parent company of SUBARU.

In his 45-minute visit, Mr. Mori witnessed first-hand the Sales, Service, Parts and Performance operations of Subaru of Las Vegas. While touring the dealership, select personnel offered direct input regarding current automotive trends in Las Vegas and the US market in response to his questions. In a highlight to the dealership tour, ZMRT was pleased to debut the new Time Attack car to Mr. Mori and his associates. His delight to see the birth of the race car was expressed in his prediction, "This car will fly!"

Subaru of Las Vegas / Zenkai Motorsports powered by Crawford Performance (ZMRT – Zenkai Motorsports Racing Team) is also pleased to announce the following top global automotive companies as partner/sponsors:

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| Crawford Performance | http://www.crawfordperformance.com/ |
| Subaru of America / SPT (Subaru Performance Tuning) | http://www.subaru.com/ |
| C-West | http://www.c-westusa.com/ |
| Carbonetic | http://www.carbonetic.net/ |
| 5Zigen | http://www.5zigenusa.com/ |
| Tein | http://www.tein.com/ |
| Motul | http://www.motul.com/ |
| RaceTech | http://www.racetechseatsna.com/ |
| GTSpec | http://www.gtspec.com/ |
| GoPro | http://www.goprocamera.com/ |
| Grafik Impact | http://www.grafikimpact.com/ |
| Garage Uehara | |
| Pacific Custom Paint | |
| Driving Sports TV as the official media supporter | http://www.drivingsports.com/ |

ZMRT is scheduled to participate in the following competitions for 2010, along with team appearances at various automotive related events and conventions. Please follow us on twitter and FaceBook for the latest breaking news with the team.

<http://www.twitter.com/subaruofvegas/>
<http://www.facebook.com/zenkaimotorsports/>

Time Attack Events (Subject to change)

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|------------|------------------------|------------------------------------|------------------|
| May 22 | Super Lap Battle | @Las Vegas Motor Speedway | Las Vegas, NV |
| Sept 18-19 | Redline Time Attack | @Spring Mountain Motorsports Ranch | Pahrump, NV |
| Oct 9 | SUBIEFEST | @Willow Springs Raceway | Rosamond, CA |
| Nov 10 | Super Lap Battle Final | @Buttonwillow Raceway | Buttonwillow, CA |
| Nov 12-14 | Redline Time Attack | @AutoClub Speedway | Fontana, CA |

Carshow / Events (Subject to change)

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|---------|--------------------------------|----------------|
| June 19 | Subaru Summer Solstice | San Diego, CA |
| Sept 12 | Japanese Classic Car Show 2010 | Long Beach, CA |
| Nov 2-5 | SEMA Show 2010 | Las Vegas, NV |
| Nov 6 | SUBIE JAM 2010 | Las Vegas, NV |

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About Crawford Performance <http://www.crawfordperformance.com/>

Crawford Performance, founded by Quirt Crawford in 2002, specializes in designing and building high-performance vehicles, including the infamous Gymkhana 1 and Gymkhana 2 vehicles driven by Ken Block, that excel in rally, drift, road, gymkhana and time attack racing formats. Recognized around the world for its successful customization of the Subaru Impreza STI which consistently exceeds expectations on the world stage, Crawford Performance also manufactures proven street components for racing enthusiasts and racing professionals alike.

About Subaru of Las Vegas / Zenkai Motorsports <http://www.subaruoflasvegas.com/>

Zenkai Motorsports, founded in August of 2009, is headquartered in Subaru of Las Vegas – located at 5385 W. Sahara Ave. Las Vegas, Nevada 89146. Zenkai Motorsports specializes in Subaru Performance Tuning and modifications including OEM and premium aftermarket performance upfittings. Since its inception, Zenkai Motorsports has been engaged in grassroots motorsports events and skunkworks projects including the restoration of a 1969 Subaru 360 Van for the SEMA Show 2009, and the creation of the ZMRT(Zenkai Motorsports Racing Team) program. With acknowledgement and appreciation from Crawford Performance and their affiliates, Zenkai Motorsports has proven to be an emerging resource in performance tuning and a proponent of competitive racing.