

## **Chase and Subaru launch the Subaru® Platinum Mastercard® from Chase**

New York, NY, August 8, 2002 -- Offering another way to reward consumers for making everyday purchases, Chase and Subaru have partnered to launch the Subaru Platinum MasterCard from Chase. This new credit card allows cardmembers to earn rewards that can be used at any authorized Subaru dealership in the continental US.

With the Subaru Platinum MasterCard from Chase, cardmembers earn SubaruBucks on 3% of all net purchases, up to \$500 per year. Once 100 SubaruBucks are earned, cardmembers receive a coupon that can be redeemed at any authorized Subaru dealership for merchandise, parts, service, or the sale or lease of a new car. The coupons are valid for up to four years and can be combined to increase the amount a customer can redeem at one time.

In addition to the rewards program, the Subaru Platinum MasterCard from Chase offers all the great benefits of being a Chase Platinum cardmember, such as Purchase Protection, Auto Rental Insurance, Travel Accident Insurance and more. Plus, there is no annual fee for the card.

"The combination of Chase's world-class financial services and the loyal Subaru customer base makes this a card that is sure to be in demand," said Faye B. Evans, senior vice president of Chase's cobrand division. "The Subaru Platinum MasterCard from Chase offers owners a diverse set of credit card services and valuable rewards, in a way that only Subaru and Chase can."

"The new Subaru Platinum MasterCard from Chase makes it easy for Subaru owners to plan for their automotive needs through everyday purchases, accumulating SubaruBucks for use on parts or maintenance for their current vehicle or towards the purchase or lease of a new Subaru," said Joe Barstys, manager of customer relationships, Subaru of America, Inc. "The ability to earn SubaruBucks, while providing Platinum card benefits is a unique opportunity we are pleased to offer our loyal customers."

Consumers can apply for the card at 1-800-MY-AWD-MC (1-800-692-9362).

### **About Chase**

Chase provides exclusive private label auto financing for Subaru customers through Subaru Motors Finance. Chase's credit card portfolio, issued and owned by Chase Manhattan Bank USA, N.A., a subsidiary of JPMorgan Chase, has more than 30 million accounts and over \$49 billion in outstandings. Chase is the fourth largest bankcard issuer in the United States, and its joint venture with First Data Corporation is the largest merchant acquirer in the U.S.

J.P. Morgan Chase & Co. is a leading global financial services firm with assets of \$741 billion and operations in more than 50 countries. With relationships with over 99% of the Fortune 1000 companies, the firm is a leader in investment banking, asset management, private banking, private equity, custody and transaction services, and retail and middle market financial services. A component of the Dow Jones Industrial Average, JPMorgan Chase is headquartered in New York and serves more than 30 million consumer customers and the world's most prominent corporate, institutional and government clients.

### **About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly-owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered near Philadelphia, the company markets and distributes Subaru vehicles, parts and accessories through a network of nearly 600 dealers across the United States. Over the past nine years, the company has achieved year-over-year sales increases thanks to its popular line of all-wheel drive vehicles.