



**Subaru Kart Championship
Program Launch**



Location: Subaru Canada, Inc
560 Suffolk Court
Mississauga, ON
L5R 4J7

Time: Sunday May 18th 2008
10am – 3 pm

**Toronto Kart Club
Ontario Karting Community**

The Subaru Karting Championship is a newly launched corporate youth program being placed in the hands of one of Ontario's premier kart racing organizations. Our program is designed to allow kids aged between 8 and 16 years of age, from all areas of Ontario to participate in the exciting world of kart racing. The program is based on running the Subaru EX series engines using a corporate seal to guarantee equality and fairness. The ideals of equality, low cost and fairness were the goal from the very beginning of the program's development.

Our program will bring the kids of Ontario together with our corporate partners to develop and nurture the next generation of young adults. We hold the goal to teach these children that karting can be the basis for their future life skills. Not all racers dream of being in Formula One; some just want to have some fun. By recognizing all the participants not just the winners, we hope to provide a safe, fair and above all fun environment for all kids equally.

The sport of karting is a very exciting world that is part of the newly exploding extreme sports culture. As we found with the Subaru rally programs, extreme sports are like no other. Not all kids are interested in the traditional stick and ball type sports; now there is something for them. Subaru makes automobiles: karting is our version little league sports, just a little more exciting!

Traditional karting has become extremely expensive and the escalating cost of being competitive has stopped many from even considering the sport. The Subaru program had two objectives in its engine package. First was to provide even competition, which is provided under a simple corporate sealed format that will eliminate all additional engine costs, equality and tech issues. The second issue was cost, which has been reduced to the cost of over the counter production based manufacturing. These race engines are the exact same units that can be bought over the counter at any Subaru/Robin Industrial Power dealers that are in place throughout Ontario and around the world.

Subaru Karting would like to extend their invitation to all members of the karting community, the public and anyone that would like to see this exciting new program. All parents and children are welcome to come and see the show-karts modeled after the Subaru Rally cars, try on a racing suit, a race helmet and sit in the karts or just start your dream.

This is a beginner program and prior experience is not required. We can assist in finding suitable equipment both on the used and new market, driver training and guidance through the TKC executive.

A dream is worth investing in; Subaru Karting is looking to make a few dreams come true.

Additional information can be found at www.torontokartclub.com.

Thank you.

Yosuke Takahashi
Subaru Karting Director