



TO: All Subaru Dealers
FROM: Subaru Fixed Operations
SUBJECT: Rear Bumper Protector for the all Subaru models
DATE: January 17, 2011

Subaru of America, Inc. is pleased to announce the addition of the new Rear Bumper Protector to our Genuine Subaru Accessories line-up.

Rear Bumper Protector flips out to cover and shield the rear bumper, cargo and trunk areas of your vehicle. It prevents scratches while loading or unloading heavy objects. No tools are required to install, the soft, extra thick, lined vinyl cover which attaches to the cargo or trunk area with Velcro. When not in use or when the vehicle is in motion, the Rear Bumper Protector folds flat in trunk or cargo area and acts as a non-slip storage surface.

The Rear Bumper Protector, Part Number: E101EAJ500, may be ordered from the warehouse with a dealer cost of \$38.97 and a MSRP of \$59.95.



Rear Bumper Protector

NOTE: The Rear Cargo Tray interferes with the storage of the Rear Bumper Protector; do not use in conjunction with each other.

Sincerely,

Subaru Fixed Operations