



**SUBARU CHOOSES AUTONET MOBILE TO PROVIDE WI-FI CONNECTIVITY  
FOR THE 2011 OUTBACK SUV**

Available in Outback this Month as a Official Factory Accessory Option

**San Francisco, July 16, 2009** – Autonet Mobile, an application and connectivity platform for vehicles, today announced that Subaru of America, Inc. has selected the company to provide Wi-Fi connectivity to its 2011 Outback SUV. Available now, Subaru Mobile Internet, powered by Autonet Mobile, will be available at dealerships nationwide as a port and dealer installed accessory option for the 2011 Outback.

Subaru is continuing to “reshape the definition of the SUV,” by offering Outback Wi-Fi connectivity to their customers. Now Subaru owners can now drive to the mountains, slopes or to the shore in their brand new Wi-Fi enabled 2011 Outback and stay connected with their iPad, iPod Touch or laptop to check weather, traffic, download hiking trails, and even reserve a campsite while they’re on the road.

“With today’s busy lifestyle everyone looks to stay connected,” said Sterling Pratz, CEO of Autonet Mobile. “Outback owners have two needs for Wi-Fi in the car: to stay connected to their favorite outdoor websites and apps and to provide in-vehicle entertainment so the kids in the backseat can connect with their friends on Facebook or watch YouTube videos.”

**About Autonet Mobile**

Autonet Mobile is the world’s first in-car internet service provider. Founded by a corporate executive and former race car driver and a leading network architect and designer, the company is dedicated to enhancing the in-car experience by bringing the power of the internet to the 200+ million cars on the road in the U.S. For more information about Autonet Mobile, visit [www.autonetmobile.com](http://www.autonetmobile.com)

###

**For More Information:**

Cheryl Delgreco  
Media Strategies for Autonet Mobile  
617-723-4004

Christine Williams  
Autonet Mobile  
415.223.0316

[cdelgreco@msipr.com](mailto:cdelgreco@msipr.com)

cwilliams@autonetmobile.com