

ANALYSIS OF 4/5/2012 LETTER TO MITSURU TAKADA

Next stop, Subaru corporate headquarters in Japan. I assumed that once I notified Subaru of how warranty claims for their cars were not honored, they would fix this ASAP. Boy, was I wrong!

I included a Japanese translation of this letter, a copy of my letter to Glen Tan, and even a Japanese translation of that letter. I wanted to make sure that Subaru had all the facts.

Julian Cohen
Triboa Bay, Villa 6
Subic Freeport, 2222

April 5, 2012

Mitsuru Takada,
Corporate Executive Vice President
Fuji Heavy Industries

Dear Mr. Takada,

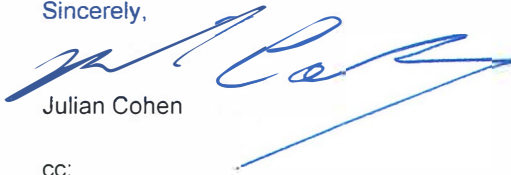
My apologies for bothering you with this letter, but your position and experience with Subaru appears to be suited to receiving it. If I am incorrect, my sincerest appreciation if you could forward it to the correct executive.

My experience with Motor Image in the Philippines has caused me to initiate legal action against Motor Image. The result of this legal action will, unfortunately, have an adverse effect on the image of Subaru in the Philippines. My attempt to have this resolved with Mr. Glenn Tan, the chief executive at Motor Image, has been futile. In fact, my recent letter to him, which is attached, has been ignored.

The purpose of this letter is that maybe you could convince Mr. Tan that resolving the minor problem I have is preferable to a long legal battle, which would damage the Subaru brand in the Philippines. My dispute is with Motor Image, and not Subaru, and it is my opinion that Subaru is a fine and outstanding company.

Thank you for your time in reading this letter.

Sincerely,



Julian Cohen

cc:
Glenn Tan
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911 Bukit Timah Road
Singapore 589622

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