

The Subaru Guide to Matariki

You're probably aware it's Matariki, the celebration of Māori New Year marked by the return of the Matariki star cluster. You may not be aware that in Japan the cluster is called Subaru. Just look at our cars, that's it proudly displayed on our badge. It's no wonder Subarus feel right at home in Aotearoa.

The best way to see the stars is out of the city, and the best way to get there is in a Subaru. You may know the roads, but it can be difficult navigating the stars, so we've created this simple star map to help guide you. First, get up extra early and drive out to your favourite stargazing spot. Then, locate Tautoru, (the three stars of Orion's Belt, or as us Kiwis call it 'The Pot'). From here, draw an imaginary line through Tautoru, heading north until you arrive at Matariki.

Kia pai tou tātou Matariki, from Subaru of New Zealand.

