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2016 SUBARU IMPREZA NAMED TO KELLEY BLUE BOOK 10 BEST BACK-TO-SCHOOL CARS OF 2016

- Hand-picked by KBB.com editors
- Recognized for safety, practicality, and styling
- Recognized for a starting price under $20,000

Cherry Hill, N.J., Aug 3, 2016 - Subaru of America, Inc. announced today that the 2016 Subaru Impreza was named to Kelley Blue Book's 10 Best Back-to-School Cars of 2016 for safety, style, and value. The Impreza is a *TOP SAFETY PICK* from the Insurance Institute for Highway Safety (IIHS) with a price starting under $20,000.

With the school year rapidly approaching, many students and parents are now considering their purchase options for a new car to get to and from campus. To help narrow down their choices, the editors at Kelley Blue Book, the leading provider of new and used vehicle information, hand-picked the Impreza along with nine other vehicles for students.

"Safety is the paramount decision when it comes to back-to-school cars, and practicality and affordability are also high on the list of desirable characteristics, at lease according to parents," said Jack R. Nerad, executive editorial director and executive market analyst of Kelley Blue Book's KBB.com. "The kids involved also prefer to have a car they're happy to be seen in, which suggests that style is part of the equation too. Our 2016 list of the 10 Best Back-to-School Cars addresses all of these wants with an array of cool cars that have something for just about any returning student."

The 2016 Impreza earned the 2016 IIHS *TOP SAFETY PICK* award and, when equipped with optional EyeSight® Driver Assist Technology, earned the 2016 IIHS *TOP SAFETY PICK+*.

The Impreza is built around Subaru's proven Ring-shaped Reinforcement Frame body structure for exemplary collision protection. All models are equipped with active safety features including 4-wheel disc Anti-lock Brake System (ABS), Vehicle Dynamics Control (VDC) that combines stability and traction control functions, and a rear-vision camera. Subaru's award-winning EyeSight Driver Assist Technology is also available on several models.

The Impreza's roster of standard passive safety features includes a driver's knee airbag, front side pelvis/torso airbags and side curtain airbags that offer front and rear outboard seat coverage. The passenger-seat front airbag uses a shell-type design with a center groove, thus exposing the passenger to less impact force upon deployment.

All Impreza models are powered by a 148-hp 2.0-liter SUBARU BOXER® engine and feature standard Symmetrical All-

Wheel Drive that instinctively sends power to the wheels with the best traction, helping you stay on the road and on course. The 2016 Impreza achieves the highest fuel economy of any gasoline All-Wheel Drive car available in the United States. Its EPA estimated ratings of up to 28 mpg city / 37 mpg highway and 31 mpg combined for models with the CVT automatic transmission are comparable with front-wheel drive cars.

The Impreza features SUBARU STARLINK™ in-vehicle platform that provides hands-free connectivity and entertainment services. SUBARU STARLINK is designed to work seamlessly with the in-car head unit to provide smartphone integration and tap into nearly unlimited entertainment sources through apps.

To see KBB.com's full coverage of the 10 Best Back-to-School Cars for 2016, including vehicle photography, pricing details and editorial reviews, please visit:

www.kbb.com/car-reviews-and-news/top-10/best-back-to-school-cars-2016/2100000911/

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 620 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit media.subaru.com.