

Media Information



Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Diane Anton
(856) 488-5093
danton@subaru.com

SUBARU HONORED AS “BEST OVERALL MAINSTREAM BRAND” BY 2017 ALG RESIDUAL VALUE AWARDS

- 17th Annual ALG Awards Honor 2017 Vehicles Predicted to Hold Value
- Six Subaru Models Win Top in Respective Segments; Impreza, WRX, Legacy, Forester, Crosstrek, Outback

Cherry Hill, N.J., Nov 16, 2016 - Subaru of America Inc. announced today that it has been honored with the “Best Overall Mainstream Brand” Residual Value Award from ALG, the analytics division of TrueCar Inc. (NASDAQ: TRUE) and the industry benchmark for projecting future vehicle values and depreciation data. This year, Subaru has earned a total of seven ALG awards, with six models topping their respective segments.

- Subaru Impreza – Best Compact Car
- Subaru WRX – Best Sports Car
- Subaru Legacy – Best Midsize Car
- Subaru Forester – Best Compact Utility Vehicle
- Subaru Crosstrek – Best Subcompact Utility Vehicle
- Subaru Outback – Best Midsize Utility Vehicle – 2 Row

“Subaru strives to consistently offer reliable vehicles that our customers trust to transport their families safely, while retaining their value for years to come,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “It’s truly an honor to be recognized once again with the prestigious ‘Best Overall Mainstream Brand’ award from ALG alongside amazing accolades for our individual vehicles.”

The Annual ALG Residual Value Awards honor the vehicles and brands that are expected to retain the highest percentage of their original price after a conventional three-year period. Seven award wins this year up Subaru’s overall total to twenty-five ALG Residual Value awards won since 2010. Subaru was also named Best Mainstream Brand in 2010, 2011, 2012 and 2015.

“Residual values are a key indicator of the overall market success and health of a vehicle and brand. Whether a consumer is looking to purchase or lease a vehicle, the largest cost consideration is how much a vehicle will retain its value over time,” said Jim Nguyen, president of ALG. “And with vehicle leasing on the rise, resale values have never

been more important for both consumers and automakers.”

Based on 2017 model year vehicles, ALG recognized 26 vehicles with segment awards, alongside two brands representing the Mainstream and Premium sectors of the industry. Winners are chosen through a careful analysis of each segment, historical vehicle performance and industry trends, while factoring in quality, production levels relative to demand, pricing and marketing strategies.

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.

About ALG

Founded in 1964 and headquartered in Santa Monica, California, ALG is an industry authority on automotive residual value projections in both the United States and Canada. By analyzing nearly 2,500 vehicle trims each year to assess residual value, ALG provides auto industry and financial services clients with market industry insights, residual value forecasts, consulting and vehicle portfolio management and risk services. ALG is a wholly-owned subsidiary of TrueCar, Inc., a digital automotive marketplace that provides comprehensive pricing transparency about what other people paid for their cars. ALG has been publishing residual values for all cars, trucks and SUVs in the U.S. for over 50 years and in Canada since 1981.

About TrueCar

TrueCar, Inc. (NASDAQ: TRUE) is a digital automotive marketplace that provides comprehensive pricing transparency about what other people paid for their cars and enables consumers to engage with TrueCar Certified Dealers who are committed to providing a superior purchase experience. TrueCar operates its own branded site and its nationwide network of more than 13,000 Certified Dealers also powers carbuying programs for some of the largest U.S. membership and service organizations, including USAA, AARP, American Express, AAA and Sam's Club. Over one third of all new car buyers engage with the TrueCar network during their purchasing process. TrueCar is headquartered in Santa Monica, California, with offices in San Francisco and Austin, Texas. For more information, go to www.truecar.com. Follow us on [Facebook](#) or [Twitter](#).