



Media Information

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

CONTACT: Dominick Infante
(856) 488-8615
dinfante@subaru.com

Charles Ballard
(856) 488-8759
cballard@subaru.com

2017 SUBARU BRZ ADDS MAGELLAN NAVIGATION APP TO SUBARU STARLINK MULTIMEDIA SYSTEM

- Advanced cloud-based mapping
- Access through vehicle's multimedia system via smartphone
- Downloaded automatically for customers
- 3-year subscription for \$29.99

Cherry Hill, N.J., Dec 29, 2016 - Subaru of America, Inc. announced today that Magellan Navi, a cloud-based navigation app, has been added to the 2017 Subaru BRZ multimedia system. The app works through the SUBARU STARLINK™ In-vehicle Technology and in conjunction with customers' smart phone to deliver up-to-date audio and visual navigation. The new service is available for immediate use with a 3-year subscription for \$29.99.

A pioneer in personal navigation, Magellan brings together robust automotive quality navigation and routing services using advanced cloud-based mapping that ensures maps are never outdated. Subaru BRZ owners can access the app and control their navigation easily and safely through the vehicle's dashboard display when connected with their smartphone and the STARLINK app launched.

"We are excited to be Subaru's navigation partner, giving Subaru customers access to industry leading connected car navigation services," commented Pierre Parent, president of Magellan.

The 2017 BRZ offers a comprehensive infotainment configuration anchored by the SUBARU STARLINK 6.2" Multimedia System that includes 6.2-in. high resolution multi-function touch screen display, AM/FM stereo HD Radio®, single-disc in-dash CD player, and 8 speakers. Standard features include smartphone integration with Pandora®, Aha®, iHeart® Radio and Stitcher™, Bluetooth hands-free phone connectivity and audio streaming. Also included are SiriusXM® Satellite Radio (subscription required) and a rear-vision camera.

Magellan Navi is housed within the STARLINK cloud and will appear on the vehicle's multimedia screen after customers connect their smartphone and launch the latest version of Subaru's STARLINK app. Magellan Navi is available on all 2017 BRZs through a 3-year subscription for \$29.99 or 1-year subscription for \$14.99 and will be available on additional models in the near future.

About Magellan

Headquartered in San Dimas, CA, MiTAC Digital Corporation, manufacturer of the Magellan (www.magellangps.com)

brand of portable GPS navigation devices, is a wholly-owned subsidiary of MiTAC International Corporation. Magellan, the industry leader for innovative GPS navigation devices since 1986, globally markets award-winning products in multiple categories including auto, RV, commercial, outdoor, fitness and mobile. Continuing its spirit of innovation, Magellan is developing new cloud-based technologies, OEM and B-to-B solutions to meet the changing needs of today's consumers. Follow Magellan on [Facebook](#), [Twitter](#) and [YouTube](#).

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.