

# Media Information



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## **SUBARU CROSSTREK MAKES WORLD DEBUT AT GENEVA INTERNATIONAL MOTOR SHOW**

Cherry Hill, N.J., Jan 23, 2017 - Subaru of America, Inc. today announced that the all-new Subaru Crosstrek will make its world debut at the 87th Geneva International Motor Show to be held in Switzerland (Press day: March 7 – 8 / Open to the public: March 9 – 19, 2017).

The all-new Subaru Crosstrek (called XV in other markets) will be unveiled at a press conference scheduled for 11:00 AM (Central European Time) on March 7 at Subaru booth following a speech by FHI President & CEO, Yasuyuki Yoshinaga.

The special site opens today on the Subaru Global Site.

<http://www.subaru-global.com/ms2017/geneva>

The site will feature information updates relating to the Geneva International Motor Show including Subaru's press conference.

### **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](http://media.subaru.com).