

Media Information



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SUBARU LAUNCHES NEW CAMPAIGN TO CELEBRATE THE ALL-NEW 2017 IMPREZA

Series of Spots and Content-Driven Website Highlight the Owner Experience and Joys of Being Behind the Wheel

Cherry Hill, N.J., Feb 17, 2017 - Subaru of America, Inc. today debuted a series of new advertising spots centered around the launch of the all-new 2017 Impreza. The new work showcases the automaker's latest evolution of the brand's entry-level vehicle, built with millennials and their on-the-go, ever-changing lifestyles top of mind. Available in a sleek sedan or versatile 5-door style, the 2017 Impreza is ideal for navigating slick city streets or jetting off on an adventure to the great outdoors – and everywhere in between.

The three national television spots – “More,” “Moving Out” and “Rewind” – give viewers a unique glimpse into the lives of Impreza owners and the intimate moments when Subaru's uncompromising commitment to safety and reliability matter the most. While showcasing the different personalities that may find themselves behind the wheel of an Impreza, the spots pay tribute to the personal experiences that unite all Subaru drivers on the road.

“The all-new Impreza advertising campaign focuses on the intimate experiences that unite us all,” explained Alan Bethke, senior vice president of marketing, Subaru of America, Inc. “With major gains in handling performance, crash safety and ride comfort, the 2017 Impreza offers customers a smooth and trusted ride, ready for wherever the road takes them.”

Starting today, the three new spots, created by Subaru of America in collaboration with agency partner Carmichael Lynch, will air in 60 second formats on national television, as well as be featured through targeted digital and social media promotions. The campaign highlights three experiences where Subaru drivers relied on the trusted Impreza in life's most precious moments, as detailed below:

- **“More”** – Bringing home a puppy and bringing home a baby. While they are two very different paths in life, they couldn't be more similar. The new Subaru spot called “More” shows that no matter how different our lives may seem, there are some feelings that we all share.
- **“Moving Out”** – Most parents would agree, kids grow up too fast, and that's why we hold close the things in life that stay stagnant from childhood to adulthood. The new Subaru spot called “Moving Out” features the story of a little boy who grew up all too fast, the parents who can't believe how quickly the years flew by, and

the car that's been there for them all along.

- **“Rewind”** – Anyone who's been in a car accident knows what it's like to wonder how it could all have been prevented. “Rewind” is a new Subaru spot that tells the surprising story of a couple who found a way to prevent the unthinkable, thanks to their car.

These spots are available to view on Subaru of America's YouTube channel here:

<https://www.youtube.com/Subaru>

Meet an Owner

In addition to the creative spots, Subaru has also launched, a content-driven site that will showcase narratives from real-life owners, helping them share their love and passion for the brand with others. Well-known social media influencers and Subaru brand ambassadors alike will create multifaceted content, detailing what it's really like to drive a Subaru, that will be leveraged on the home site and on social media platforms, such as Instagram, Snapchat, Twitter (#MeetAnOwner), Facebook, and YouTube. Consumers will even be able to communicate with owners if they'd like to ask questions as they are shopping for a new car. Content can be viewed at www.MeetAnOwner.com.

The all-new 2017 Subaru Impreza, which recently earned [Kelley Blue Book's 2017 Best Resale Value](#) award for the Compact Car segment, features a sharp new design with the largest passenger volume in its class, standard symmetrical all-wheel drive, improved interior, upgraded technology and security features, including Subaru STARLINK™, and upgraded safety features like the available Subaru EyeSight® Driver Assist. For the first time ever, the 2017 Impreza is built in the U.S. and debuts the Subaru Global Platform architecture, designed to deliver significantly higher levels of driving pleasure, agility, crash protection and ride comfort.

For more information on the all-new 2017 Subaru Impreza and the advertising campaign, please visit www.subaru.com.

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.