

Media Information



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SUBARU BRAND TAKES HOME TOP HONORS IN KELLEY BLUE BOOK'S KBB.COM BRAND IMAGE AWARDS FOR SECOND YEAR IN A ROW

Automaker Recognized as Best Overall Brand, Most Trusted Brand and Best Performance Brand

Kelley Blue Book, the leading vehicle valuation and information source, today announced that Subaru of America, Inc. has once again won in three major categories of the 2017 Brand Image Awards, including Best Overall Brand, Most Trusted Brand and Best Performance Brand. This marks the second consecutive year Subaru has been awarded all three top honors; the second straight year Subaru has won Best Overall Brand and the third consecutive win for Most Trusted Brand and Best Performance Brand.

"It is an honor to receive this recognition for the second year in a row," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "Safety, reliability and longevity are all hallmarks of the Subaru brand, so to be acknowledged by Kelley Blue Book with repeat awards in three brand categories proves to us that we are doing something right."

The Kelley Blue Book Brand Image Awards recognize automakers' impressive achievements in creating and maintaining brand attributes that capture the attention of the new-vehicle buying public and winners are chosen based on new car buyer perception data.

The 2017 Kelley Blue Book Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book Strategic Insights' Brand Watch™ study. Brand Watch is an online brand and model perception tracking study tapping into 12,000+ in-market new-vehicle shoppers annually on Kelley Blue Book's KBB.com. The highly comprehensive study offers insight into how shoppers perceive important factors driving their purchase decisions, and captures brand/model familiarity and loyalty among new-car shoppers.

For more information about the 2017 Kelley Blue Book Brand Image Awards, please visit <http://www.kbb.com/new-cars/brand-image-awards/>.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Subaru Corporation 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. Follow us on Facebook, Twitter, and Instagram.

About Kelley Blue Book

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive™ company.