



# Media Information

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## ALL-NEW 3-ROW SUBARU ASCENT MAKES WORLD DEBUT AT LOS ANGELES AUTO SHOW® WITH DOGS BEHIND THE WHEEL

- All-new SUV marks the largest vehicle ever from the automaker
- Canine stars of Subaru commercials, The Barkleys, 'drive' the 3-row SUV on stage

Los Angeles, CA , Nov 28, 2017 - Today, Subaru of America, Inc. debuted its all-new, three-row, 2019 Ascent SUV in a way that only Subaru could. At a press event prior to the Los Angeles Auto Show, Subaru surprised attendees with the new vehicle in a special way – with [The Barkleys](#) – a family of eight Labrador and Golden Retrievers featured in Subaru advertising campaigns, seemingly driving the all-new Ascent and ending, safe and sound, on-stage. The dogs exited the vehicle to greet Tom Doll, president and COO of Subaru of America and pose for photos with the surprised crowd.

Dogs are a major pillar for the automaker as more than half of Subaru drivers are pet owners, with over 48% of them owning at least one dog. For years, Subaru has supported various [pet-focused organizations](#) that help to improve the lives of our four-legged friends and features dogs throughout their advertising. The all-new U.S. built Subaru Ascent is the automaker's largest vehicle ever built boasting three full rows, fitting up to eight passengers, second row captain's chairs as an option on some trim levels, its legendary Subaru Symmetrical all-wheel drive and an impressive all-new 2.4-liter turbo engine.

"The Subaru Ascent has been designed specifically for families with adventurous lifestyles, so it is fitting that we had our four-legged family, The Barkleys, on hand to unveil our latest vehicle," said Thomas J. Doll, president and COO of Subaru of America. "Our customers wanted a larger, go-anywhere SUV that families can be excited to get in and drive without sacrificing space. The Subaru Ascent delivers in a big way – it's the biggest and most comfortable vehicle we've ever brought to market."

Subaru has seen [71 consecutive months](#) of record sales fueled by high conquest rates supplementing its loyal owner base. Subaru looks to continue the trend with the all-new Ascent, which marks the automaker's entry into the mid-sized SUV segment. The Ascent expands on the brand's pedigree of safety and reliability with Subaru [EyeSight® Driver Assist Technology](#) standard on every trim level. Space and safety aren't the only features that come standard on the Ascent, the new vehicle is also designed with style and function in mind, featuring Android™ Auto and Apple CarPlay™ compatibility, stylish interior and exterior that follows the Subaru "Dynamic x Solid" theme with powerful fender flares and a large, bluff grille. The all-new Ascent uses the company's new [Subaru Global Platform](#) which has

earned high praise in the recent Crosstrek SUV. It will be built at the [Subaru of Indiana, Inc.](#) assembly plant in Lafayette, Indiana and will be sold exclusively in the North American market starting in summer 2018.

For additional information and details on the all-new Subaru Ascent, visit:

<http://media.subaru.com/pressrelease/1229/1/subaru-america-inc-presents-all-new-2019-ascent>.

**About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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