

# 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](mailto:dinfante@subaru.com)

Charles Ballard  
(856) 488-8759  
[cballard@subaru.com](mailto:cballard@subaru.com)

## SUBARU IMPREZA AND WRX EARN KELLEY BLUE BOOK 2018 "BEST RESALE VALUE" AWARD

- Impreza wins segment for fifth consecutive year
- WRX wins segment for fourth consecutive year
- WRX makes Top 10 Best Resale Value list for third consecutive year

Cherry Hill, N.J., Jan 12, 2018 - Subaru of America, Inc. announced today that Impreza and WRX won Kelley Blue Book's 2018 Best Resale Value in their respective categories for another consecutive year. WRX also placed in the Best Resale Value Top 10 for the third year in a row.

### 2018 Subaru Impreza

Best Resale Value: Compact Car (five consecutive years)

### 2018 Subaru WRX

Best Resale Value: Sporty Compact Car (four consecutive years)

Best Resale Value: Top 10 (three consecutive years)

Kelley Blue Book, the leading provider of new and used vehicle valuation and information, recognizes 2018 model-year vehicles for their projected retained value through the initial five-year ownership period. Since depreciation (or loss of value) is typically a car-buyer's primary expense during ownership, these awards, like all the KBB.com new- and used-vehicle information, are designed to help consumers make more informed car-buying decisions.

"It is an honor to receive the 2018 Best Resale Value Award for Impreza and WRX as well as WRX making the Top 10 Resale Value List," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "The fact that both models have consistently won these accolades underscores our commitment to providing customers with vehicles made to the highest standards of safety, reliability and dependability."

Kelley Blue Book's Best Resale Value Awards are in their 16th year and are based on projections from the Kelley Blue Book Official Residual Value Guide. Kelley Blue Book Residual Values are established by experienced automotive analysts that review statistical models built upon millions of transactions. Vehicles that earn the highest five-year residual values, expressed as a percentage of their original Manufacturer's Suggested Retail Price (MSRP), are selected for these prestigious awards. Low-volume vehicles are excluded from award consideration, except in the electric, luxury, sports car, and high-performance categories.

For more information about Kelley Blue Book's Best Resale Value Awards, please visit:

<http://www.kbb.com/new-cars/best-resale-value-awards/>

#### **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 Co., Inc. is a Cox Automotive™ brand.

#### **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.

For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).