



## Media Information

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### **SUBARU WINS MOST TRUSTED BRAND IN KELLEY BLUE BOOK'S KBB.COM BRAND IMAGE AWARDS FOR FOURTH CONSECUTIVE YEAR**

Automaker Recognized for Outstanding Achievements in Capturing the Attention and Enthusiasm of New-Car Buyers

Cherry Hill, N.J., Mar 28, 2018 - Kelley Blue Book, the leading vehicle valuation and information source, today announced that Subaru of America, Inc. has once again been recognized for outstanding achievement by an automotive brand in the 2018 Brand Image Awards. This marks the fourth consecutive win for Subaru in the highly regarded Most Trusted Brand category.

"We are extremely proud to accept this award for the fourth year in a row," said Thomas J. Doll, chief executive officer, Subaru of America, Inc. "At Subaru, trust is an integral part of our business and we feel a personal responsibility to deliver safe, capable, reliable and long-lasting vehicles. It is an honor to receive this recognition from Kelley Blue Book as a testament to our commitment to our customers."

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.

2018 Kelley Blue Book Brand Image Awards are based on the Brand Watch™ study from Kelley Blue Book Strategic Insights. Award calculated among nonluxury shoppers. For more information, visit [www.kbb.com](http://www.kbb.com). Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

#### **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

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**About Kelley Blue Book** ([www.kbb.com](http://www.kbb.com))

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 market-reflective values on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue BookSM Instant Cash Offer. 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 is a Cox Automotive brand.