



# Media Information

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## **SUBARU EARNS TOP HONOR IN 2019 ALG RESIDUAL VALUE AWARDS; CONTINUES REIGN AS “TOP MAINSTREAM BRAND”**

- 19th Annual ALG Residual Value Awards recognize 2019 vehicles predicted to hold value
- Subaru named Top Mainstream Brand for the seventh time
- Five Subaru models win in respective segments; Impreza, WRX, Forester, Outback, Crosstrek

Camden, N.J., Nov 27, 2018 - Subaru of America, Inc. announced today it has been honored with the "Top Mainstream Brand" Residual Value Award from ALG, the analytics division of TrueCar, Inc. (NASDAQ: [TRUE](#)) and the industry benchmark for projecting future vehicle values and depreciation data. This is the seventh time and fourth consecutive year Subaru has been recognized with this top honor. This year, Subaru earned a total of six ALG awards, with five models topping their respective segments.

- Subaru Impreza – Best Compact Car
- Subaru WRX – Best Sports Car
- Subaru Forester – Best Compact Utility Car
- Subaru Outback – Best Midsize Utility 2nd Row Seating
- Subaru Crosstrek – Best Subcompact Utility

“We are thrilled to once again be recognized by ALG as the 2019 Top Mainstream Brand for Residual Value and earn accolades for our vehicles across numerous market segments,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “At Subaru, we take immense pride in the lasting value of our vehicles and are humbled by the trust drivers instill in our brand to transport their families safely, and for years to come.”

The annual ALG Residual Value Awards honor the vehicles and brands that are expected to retain the highest percentage of their original price after a conventional three-year period. Earning six awards this year, the overall total of ALG Residual Value Awards for Subaru has increased to thirty-seven since 2010. Subaru was also named Top Mainstream Brand in 2010, 2011, 2012, 2015, 2016, 2017 and 2018.

“Industry leading residual value is just one of many reasons why Subaru tops the shopping list of well-informed buyers,” said Eric Lyman, Senior Vice President, ALG. “For 2019, Subaru will take home their 4th consecutive Mainstream Brand Residual Value Award (RVA), the inevitable result of a strong and balanced portfolio that finds Subaru besting

the competition in five individual segments.”

Based on 2019 model year vehicles, ALG recognized 26 vehicles with segment awards, alongside two brands representing the Mainstream and Premium sectors of the industry. Winners are chosen through a careful analysis of each segment, historical vehicle performance and industry trends, while factoring in quality, production levels relative to demand, pricing and marketing strategies.

#### **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 Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 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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#### **About ALG**

Founded in 1964 and headquartered in Santa Monica, California, ALG is an industry authority on automotive residual value projections in both the United States and Canada. By analyzing nearly 2,500 vehicle trims each year to assess residual value, ALG provides auto industry and financial services clients with market industry insights, residual value forecasts, consulting and vehicle portfolio management and risk services. ALG is a wholly-owned subsidiary of TrueCar, Inc., a digital automotive marketplace that provides comprehensive pricing transparency about what other people paid for their cars. ALG has been publishing residual values for all cars, trucks and SUVs in the U.S. for over 50 years and in Canada since 1981.

#### **About TrueCar**

[TrueCar](#), Inc. (NASDAQ: TRUE) is a digital automotive marketplace that provides comprehensive pricing transparency about what other people paid for their cars and enables consumers to engage with TrueCar Certified Dealers who are committed to providing a superior purchase experience. TrueCar operates its own branded site and its nationwide network of more than 13,000 Certified Dealers also powers carbuying programs for some of the largest U.S. membership and service organizations, including USAA, AARP, American Express, AAA and Sam's Club. Over one third of all new car buyers engage with the TrueCar network during their purchasing process. TrueCar is headquartered in Santa Monica, California, with offices in San Francisco and Austin, Texas. For more information, go to [www.truecar.com](http://www.truecar.com). Follow us on [Facebook](#) or [Twitter](#).