



# Media Information

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## **SUBARU OF AMERICA WINS TOP HONORS FROM KELLEY BLUE BOOK'S 2019 5-YEAR COST TO OWN AWARDS**

Subaru Receives Highest Recognition for Outstanding Ownership Costs in Best Brand and Best Compact SUV/Crossover Categories

Camden, N.J., Feb 6, 2019 - Subaru of America, Inc. announced today that the automaker has won in two major categories of Kelley Blue Book's 2019 5-Year Cost to Own Awards. This year's honors, which recognize brands and new vehicles with the lowest projected ownership costs, were awarded to Subaru for "Best Brand" and the 2019 Crosstrek for "Best Compact SUV/Crossover."

"We are extremely proud to receive the distinguished 2019 Kelley Blue Book 5-Year Cost to Own Award in both overall brand and vehicle categories," said Thomas J. Doll, President and CEO, Subaru of America, Inc. "These awards highlight our goal to produce best-in-class vehicles that are a great value for our customers and a source of pride and excitement for our company."

Kelley Blue Book, the leading provider of new and used vehicle valuation and information, created the 5-Year Cost to Own Awards to help shoppers make more informed new-car buying decisions by breaking down typical ownership cost details and naming the brands and models with the lowest projected five-year total.

Based on Kelley Blue Book's 5-Year Cost to Own data for new cars for the initial five-year ownership period, Subaru's overall vehicle lineup incurred less depreciation than any other automaker and offered superior fuel efficiency. Some of the models driving Subaru's success include the 2019 Crosstrek, Outback and Forester. This is the third time Subaru has received the overall honor from Kelley Blue Book; the brand was first recognized in 2015.

For more information about the 2019 5-Year Cost to Own Awards, please visit <https://www.kbb.com/new-cars/5-year-cost-to-own-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 market-reflective values on its top-rated website [KBB.com](http://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 launched its first international consumer-facing site in 2017. Kelley Blue Book 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 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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