



Media Information

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Subaru Releases iPad App For All-New 2013 XV Crosstrek

Cherry Hill, N.J., Nov 4, 2012 - Subaru of America, Inc. today announced the release of its 2013 XV Crosstrek iPad® App on the iTunes® Store. Consumers can download the iPad® app to enjoy a fun and interactive tool that showcases the confidence and capabilities of the all-new XV Crosstrek.

As the most fuel-efficient crossover in America with 33 highway MPG, the XV Crosstrek offers the combination of award-winning safety and astounding versatility. Every XV Crosstrek comes standard with Subaru Symmetrical All-Wheel Drive and a balanced SUBARU BOXER® engine for exceptional handling. The all-wheel drive capability matches its roomy interior appointments, including standard Bluetooth® and heated front seats. Customers can explore these features and more with the interactive Dynamic Brochure.

The XV Crosstrek iPad® app features new, fully photographic exterior and interior 360-degree views that allow viewers to experiment with paint colors and interior trims. The app also includes interactive feature demos, videos and comprehensive specifications.

The iPad® app builds on the success of Subaru's industry-leading Dynamic Brochure program, which debuted in 2011. The Dynamic Brochures give audiences more content and more engaging choices for information, comparison and sharing. It also adds to the company's already impressive environmentally-friendly practices by reducing paper usage, energy consumption, inks and production waste.

"Subaru is excited to launch the all-new 2013 XV Crosstrek and its interactive, eco-friendly iPad® app. The Subaru XV Crosstrek iPad® app gives consumers multiple, convenient ways to learn more about our newest crossover," said Sondra Shiffer, publications and merchandising manager, Subaru of America, Inc.

View the iPad® App at:

<http://dbrochure.subaru.com/soa-xv-13-pr3-m1>

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers 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. For additional information visit www.media.subaru.com.

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