



## Media Information

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### SUBARU ANNOUNCES SUBARU STARLINK™ PACKAGES AND PRICING

- System powered by Sirius XM Connected Vehicle Services
- Subaru offers one of the best value packages for safety, security and entertainment services in the industry

Cherry Hill, N.J., Jun 4, 2015 - Subaru of America, Inc. has announced package and pricing details for its new SUBARU STARLINK™ connected services. STARLINK, the brand's in-vehicle platform that provides hands-free connectivity, entertainment and safety services, also integrates the touch-screen audio and navigation systems available in select 2016 Subaru models. SUBARU STARLINK connected services are powered by Sirius XM® Connected Vehicle Services, a unit of SiriusXM.

The new safety and security capabilities for 2016 extend the brand's reputation for providing occupant protection and peace of mind and do so with typical Subaru value. Two STARLINK packages will be available and offer one of the industry's best values for such connected services. The STARLINK Safety Plus package includes Automatic Collision Notification, SOS Emergency Assistance, Enhanced Roadside Assistance, Maintenance Notifications, Monthly Vehicle Health Report and Diagnostic Alerts. Subaru customers receive a one-year subscription with the purchase of a new vehicle. After the first year, a two-year subscription is \$99, which in some cases is significantly lower than other brands' connected services.

For even greater peace of mind, customers can subscribe to the STARLINK Safety Plus & Security Plus Package, which adds Stolen Vehicle Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Vehicle Locator. For the first year, the Safety Plus & Security Plus Package can be added for \$49. A two-year subscription is \$149 and includes the cost of the Safety Plus subscription and all are notable values among the industry's connected services offerings.

STARLINK uses built-in AT&T 4G LTE wireless capability and Sirius XM Connected Vehicle Services to provide a comprehensive suite of services. The AT&T network provides the nation's strongest LTE signal and enables fast access to assistance and GPS location when necessary for emergencies, stolen vehicle recovery, or remote services.

The SUBARU STARLINK system features an easy-to-use interface, using just two buttons to provide 24/7/365 access to STARLINK advisors who can provide help in an emergency or summon roadside assistance.

One reason Subaru sales have been steadily increasing is the brand's safety reputation, which in large part stems from Subaru vehicles' outstanding performance in government and IIHS crash tests. One of the key safety services included in both STARLINK packages is Automatic Collision Notification, which contacts a STARLINK advisor in the

event of an airbag deployment. If there is no response from vehicle occupants, the STARLINK advisor can contact emergency responders and direct them to the location.

For a non-crash emergency, pressing the SOS button can connect assistance from a STARLINK advisor in the USA or Canada. Should Roadside Assistance be needed, STARLINK will relay the vehicle's location to service providers.

STARLINK also monitors the vehicle's mechanical health, automatically checking up to 14 critical systems and sending an email alert if a problem is detected. The email can direct the owner to the nearest Subaru service provider. As another diagnostic feature, the owner can choose to have STARLINK email a monthly report on key vehicle systems.

Later in the model year, Subaru customers will be able to access remote services via a website and mobile app, which will be available free for iOS and Android compatible devices. The app will provide access to remote services, user preferences, diagnostic alerts and other features of the STARLINK Safety Plus and the optional STARLINK Safety Plus & Security Plus packages.

Discount pricing for Starlink Safety Plus and Security Plus is available at the time of vehicle purchase. After the initial year of ownership all pricing is \$99 dollars per year and \$149 dollars per year, respectively.

### **STARLINK Multimedia**

STARLINK can deliver live traffic alerts through SiriusXM Traffic™ and travel information through SiriusXM Travel Link™. It provides access to Sirius XM's wide variety of commercial-free music, plus premier sports, comedy, news talk and entertainment.

The system is also designed to work seamlessly with the in-car head unit to tap into nearly unlimited entertainment through apps such as Pandora®, iHeartRadio®, Stitcher and Aha™. It can also display texts and allow the driver to use voice commands for music and navigation.

STARLINK 6.2" Multimedia, with 6.2-inch touch screen, is the standard head unit in many 2016 Subaru models. STARLINK 7.0" Multimedia, featuring multi-gesture touch controls, is also available, and STARLINK Multimedia Navigation is an option for some models.

### **About Sirius XM Connected Vehicle Services Inc.**

Sirius XM Connected Vehicles Services Inc., a unit of Sirius XM Holdings Inc. (NASDAQ: SIRI), is a leading provider of connected vehicles services to BMW, Honda, Lexus, Nissan, Acura, Infiniti, Hyundai, and Toyota, and gives customers access to a suite of safety, security, and convenience services including automatic crash notification, stolen vehicle recovery assistance, enhanced roadside assistance and turn-by-turn navigation.

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### **About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. 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 600 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. For additional information, visit [media.subaru.com](http://media.subaru.com).