



Media Information

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Kelley Blue Book'S Kbb.Com Names 2009 Subaru Impreza A Top 10 Coolest New Car Under \$18,000

Cherry Hill, N.J., Jun 18, 2009 - Subaru of America, Inc. announced today that Kelley Blue Book's kbb.com has named the 2009 Subaru Impreza one of its 2009 Top 10 Coolest New Cars Under \$18,000. The list features kbb.com editors' picks of vehicles that are fun, fuel efficient, practical and with more amenities than ever before.

"It is once again an honor to have the Subaru Impreza named to the Top 10 Coolest New Cars list," said Tim Mahoney, senior vice president and chief marketing officer for Subaru of America, Inc. "The 2009 Subaru Impreza is a fun, sporty car that has garnered a great deal of recognition this year and we are very proud of that. It was also named a "Top Safety Pick" by the Insurance Institute for Highway Safety, a "Best Bets for Sports Cars" by Cars.com and "Best in Class" by Kiplinger's Personal Finance.

In choosing the 2009 list of Top 10 Coolest New Cars Under \$18,000, the kbb.com editors used the same set of criteria that many consumers use in examining this category: safety, fuel economy, interior size, comfort, technology, the vehicle's fun-to-drive-factor, as well as the subjective "cool" factor.

"The Subaru Impreza is an excellent choice for car buyers with cool, active lifestyles but not a lot of cash," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com. "The Impreza's shape recalls Subaru's rally-car dominance while its standard all-wheel drive system makes it easy to get you and your gear to wherever the action is happening."

The Subaru Impreza set a sales record in 2008 and has a starting price of \$17,495.

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 nearly 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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.subaru.com.

About Kelley Blue Book (www.kbb.com/sitemap)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site,

www.kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. - 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of new car prices, car reviews and news, used car blue book values, auto classifieds and car dealer locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

For more information about the 2009 Top 10 Coolest New Cars Under \$18,000 from Kelley Blue Book's kbb.com, visit www.kbb.com/coolcars2009.

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