



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Kiplinger'S Personal Finance 2009 Car Buyer'S Guide Bestows 'Best' Awards To 2009 Subaru Forester And Impreza

Subaru Forester 2.5X and Subaru Impreza 2.5i Win High Marks for Performance, Value, Safety, Design and Cargo Space

Cherry Hill, N.J., Mar 12, 2009 - *Kiplinger's Personal Finance* has recognized two 2009 Subaru models in the magazine's 2009 Car Buyer's Guide. The all-new 2009 Subaru Forester 2.5X has been designated "Best New Crossover" in the category of "Small Crossovers," and the 2009 Subaru Impreza 2.5i has been named "Best in Class" in the "Wagons and Minivans" category. "Best in Class" and "Best New" winners are chosen on a basis of performance, value, safety, power, fuel efficiency, exterior design, interior room and cargo space.

"We are very happy to accept these awards from *Kiplinger's Personal Finance*," said Tom Doll, executive vice president of Subaru of America, Inc. "They're especially meaningful coming from a magazine so keenly focused on advising their readers on smart purchasing decisions and wise financial choices. The Forester and Impreza both offer versatility, performance and value -- qualities that have long resonated with Subaru owners and are even more important in this economy."

Praising attributes that made the Subaru vehicles stand out, the buyer's guide cited the Subaru Impreza's standard Symmetrical All-Wheel Drive and safety features, as well as strong resale value and "impressive" cargo room. The 2009 Forester was lauded for its affordability and Symmetrical All-Wheel Drive, as well as increases in size and ground clearance over its popular predecessor. Alluding to the new model's go-anywhere nature, the guide pointed out that "it performs even better on snowy roads and muddy driveways."

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 makes the best-selling all-wheel drive car sold in America based on R.L. Polk & Co. new vehicle retail registration statistics for calendar year-end 2007. In addition, 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.