



Media Information

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

CONTACT: Dominick Infante
(856) 488-8615
dinfante@subaru.com

Jessica Tullman
(310) 352-4400
jtullman@subaru.com

SUBARU DISCONTINUES CROSSTREK HYBRID

- Subaru will return with another hybrid in near future
- Subaru Crosstrek Hybrid based on popular Crosstrek crossover

Cherry Hill, N.J., Oct 6, 2016 - Subaru of America, Inc. today announced that it would discontinue sales of the Subaru Crosstrek Hybrid for the 2017 model year. Unveiled at 2013 New York International Auto Show, the Crosstrek Hybrid was the brand's first-ever production hybrid vehicle. The Subaru Crosstrek Hybrid was based on the company's highly successful Crosstrek model, and differentiated itself in the market as the first hybrid to incorporate Subaru's Symmetrical All-Wheel Drive system and deliver excellent on and off-road performance.

"It is important to note that we are not leaving the hybrid market permanently," said Jeff Walters, executive vice president of sales, Subaru of America, Inc. "We are currently working on a new hybrid vehicle, although it is too early to discuss specifics."

Subaru has previously announced that it will utilize its new Subaru Global Platform as the basis for its next generation hybrid vehicle. The new Global Platform is designed to incorporate PHEV and full electric vehicles. The new chassis architecture increases rigidity of the unitized body structure by over 70 percent and crash energy absorption improved by 40 percent. The new Subaru Global Platform, together with the Boxer engine, Symmetrical All-Wheel Drive (AWD) and EyeSight®, represent Subaru's core technologies and constitute the basic foundation of the next generation of Subaru vehicles.

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 620 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.