

Media Information



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SUBARU ADDS EIGHT APPS TO THE NEW 2017 IMPREZA MULTIMEDIA SYSTEM

- Magellan NAVI offers advanced cloud-based mapping
- eBird advises of local bird sightings and locations
- Best Parking locates and compares parking rates
- YELP delivers crowd sourced reviews of businesses
- Glympse provides real-time location sharing
- RightTrack monitors driving habits and recommends improvements
- Quick Guide is a digital reference guide for the vehicle
- eventseeker provides information on local events

Cherry Hill, N.J., Jan 6, 2017 - Subaru of America, Inc. announced today the addition of eight new cloud-based apps to the SUBARU STARLINK multimedia system in the new 2017 Impreza. Magellan NAVI, eBird, Best Parking, YELP, Glympse, RightTrack, Tweddle Quick Reference Guide, and "eventseeker" by Wcities work through the STARLINK in-vehicle technology and in conjunction with a customer's smart phone. The apps are housed in the STARLINK cloud and operate from the vehicle's multimedia screen after a customer connects their smartphone and launches the STARLINK app.

Magellan Navi brings together robust automotive quality navigation and routing services using advanced cloud-based mapping that ensures maps are never outdated. The app is free for three years on the 2017 Impreza.

With eBird by the Cornell Lab of Ornithology, birdwatchers have sightings and locations available at their fingertips. The app uses a database of millions of bird sightings to act as a digital coach for finding and navigating to birds in real time. eBird also makes this data openly available for scientific research, education, and conservation.

Best Parking assists drivers with locating and comparing rates for short- and long-term parking in 105 cities and 115 airports throughout North America. Drivers can easily compare the hourly, daily, weekly, and monthly rates at 12,000 parking facilities. Drivers access information directly from the multimedia display without having to touch their smartphone.

Yelp is the world's go-to service for finding local businesses such as restaurants, retail shops, doctors, and hairstylists. With nearly 25 million reviews a month, a customer can find the business that best meets their needs. The STARLINK touchscreen gives drivers a safe and convenient way to use the app.

Glympse is the pioneer in temporary location sharing technology. Drivers will be able to access and share their current location, destination, and estimated arrival time with friends, family, and trusted people in real time.

RightTrack Test Drive from Liberty Mutual Insurance monitors driving habits and provides customers with tips on driving safer to help lower their insurance rates and improve their safe driving skills. Subaru owners may take advantage of Liberty Mutual offers, through the app, such as insurance discounts after a 30-day test period (in select states).

The Quick Reference Guide by Tweddle is a digital version of the original hardcopy quick reference guides that come standard in all new Subaru vehicles. The app features In-Vehicle Help (IVH) that provides an interactive, searchable, model-specific concierge through the multimedia touchscreen. Currently, the Quick Guide app includes EyeSight, STARLINK multimedia, and a vehicle overview. While Subaru will continue to include paper versions of these guides in its vehicles, this is Subaru's first step toward going paperless.

"eventseeker" powered by Wcities, Inc. is an app designed to help customers discover and learn more about events taking place within a local proximity. Whether a customer is looking for a solo adventure, or needs date-night ideas, eventseeker is the premier source for real-time and upcoming concerts, nightlife, festivals, sports, and more. The app offers users a personalized event calendar and lets them share events with friends directly from the STARLINK multimedia system screen.

In order to access the new apps through the multimedia system, customers will need the latest version of the STARLINK app available through Apple or Android app stores. The app has several improvements including a user manual, intuitive menu, and personalized settings.

The SUBARU STARLINK multimedia system for the 2017 Impreza offers comprehensive infotainment configurations that include a high resolution multi-function touch screen display, AM/FM stereo and HD Radio. Standard features include smartphone integration with Pandora, Aha, Apple CarPlay and Android Auto. Also included is Bluetooth hands-free phone connectivity and audio streaming as well as a rear-vision camera.

All eight apps are available for immediate use on the 2017 Impreza and 2016-17 BRZ and will be available on additional models in the near future.

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.