



Media Information

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SUBARU IMPREZA WINS 2012 MOTORWEEK DRIVERS' CHOICE AWARDS FOR BEST COMPACT CAR

CHICAGO, Feb 7, 2012 - Subaru of America, Inc. was awarded the 2012 MotorWeek Drivers' Choice Award for Best Compact Car at the 2012 Chicago Auto Show.

The award comes on the heels of strong sales results from Subaru. The brand set a sales record in 2011 and has started 2012 with sales up 21% over the previous year.

"It is an honor to receive the award for best compact car from MotorWeek," Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "We are very excited about the all-new Impreza and we feel it is a game-changer for Subaru in the compact segment. In fact, Impreza sales in January were up 175-percent. We are pleased to bring our customers a car that packages safety, fun and function."

All new for 2012, the Subaru Impreza is equipped as standard with Subaru's Symmetrical All-Wheel Drive. Powered by a 148-hp 2.0-liter Boxer engine, the 2012 Impreza comes with a choice of a five-speed manual transmission or the enhanced, second-generation Lineartronic® CVT (continuously variable transmission). The 2012 Impreza offers the highest fuel economy of any all-wheel drive car in America, with EPA ratings of 27 mpg city and 36 mpg highway for models with the CVT.

"With its 2012 re-design, we think the Subaru Impreza is primed for prime time," said John Davis, MotorWeek host. "No other compact comes close to the Impreza's mix of standard all-wheel-drive, upscale interior, and near bargain pricing. Add in a fun-to-drive steering feel, plus a big jump in fuel economy, and you've got a four-season winner."

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 more than 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.