

Media Information



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SUBARU LAUNCHES NEW ADVERTISING CAMPAIGN THAT BRINGS TO LIFE THE ATTRIBUTES OF THE ALL-NEW 2018 CROSSTREK

Series of Television Spots Highlight the Trusted Reliability and Versatility of the Completely Redesigned Subaru Crosstrek

Cherry Hill, N.J., Sep 1, 2017 - Subaru of America, Inc. today debuted a set of new advertising spots centered around the launch of the [all-new 2018 Crosstrek](#). The new spots showcase the automaker's latest SUV and give viewers an intimate look into the different lives of Crosstrek owners, while featuring the similarities that unifies them all – a sense of adventure, both today and miles down the road.

Whether exploring an exciting, new destination or taking a first step in a human or even a pet relationship, the spots highlight that those behind the wheel of a Crosstrek can rely whole-heartedly on their Subaru as they embark on new journeys. Built on the new Subaru Global Platform, the all-new 2018 Crosstrek offers enhanced performance, safety, capability and comfort, along with a bold new design. With a new highly-capable chassis for versatility in both off-road and city driving, the 2018 Subaru Crosstrek is fun to drive and encourages adventure-seeking among the brand's drivers.

"Our goal is always to develop vehicles that are safe, reliable, versatile and fun. The 2018 Crosstrek offers customers all of that along with the features that they have come to expect from Subaru in a stylish new design," explained Alan Bethke, senior vice president of marketing, Subaru of America, Inc. "The all-new Crosstrek advertising campaign showcases the dependability and life affirming moments that matter most to Subaru drivers."

Created by Subaru of America in collaboration with agency of record Carmichael Lynch, the two new spots will debut September 1, 2017 on national television, as part of a larger campaign around the vehicle launch featuring pre-roll videos (links below) and a full digital integration including engaging partnerships and activations to further bring the content to life. The spots, directed by acclaimed cinematographer Lance Acord, highlight two experiences in which Subaru drivers navigate life's bumpy roads, as detailed below:

- **"Forever Young"** – You always want the things you love to last a long time. In this story, a stoic, old fisherman with a long-lasting, older Subaru is hoping to enjoy a day of solitary fishing. But when a young surfer in a 2018 Subaru Crosstrek also arrives at the same remote beach, it's revealed that these two men – and their cars – have far more in common than it seems.

- **"Welcome to the Pack"** – During their first weekend road trip together, a young man repeatedly tries to win the affection of his new girlfriend's faithful – but very skeptical – old dog. Only one thing is certain. No matter how bumpy their road, her faithful 2018 Subaru Crosstrek will be with them every mile of their journey.

To view these new spots, please visit Subaru of America's YouTube channel here:

Forever Young

30-second: <https://youtu.be/dTF34Uo9uis>

60-second: <https://youtu.be/gPscII9JFs>

90-second: <https://youtu.be/CGxWSQ7pUWY>

Welcome to the Pack

30-second: <https://youtu.be/MKe874xMDt8>

60-second: <https://youtu.be/muXNjIFZcCo>

90-second: <https://youtu.be/muXNjIFZcCo>

The campaign also includes a series of 15-second pre-roll videos, those which often appear before digital video content, featuring unconventional recreational activities such as kayaking down a snowy mountain (sno-yaking). These videos reinforce the adventuresome side of the Subaru brand, in a format that is perfect for short-duration content.

To view the new videos, please visit Subaru of America's YouTube channel here:

Zorbing: <https://www.youtube.com/watch?v=Eie9O93UK4k>

Extreme Hammocking: <https://www.youtube.com/watch?v=zAiAreKcJS8>

Sno-Yaking: <https://www.youtube.com/watch?v=AJusk9qxXTc>

Saddle Surfing: <https://www.youtube.com/watch?v=R0TgYr9NBjI>

Whitewater Surfing: <https://www.youtube.com/watch?v=ddnm-iu9K3I>

Interactive Nature Tours: https://www.youtube.com/watch?v=InZbrTwL_2c

The all-new 2018 Subaru Crosstrek is the second model to use the new [Subaru Global Platform](#) architecture that's designed to deliver significantly higher levels of driving pleasure, agility, crash protection and ride comfort. Built with the brand's new design language of "Dynamic x Solid," the more spacious 2018 Crosstrek features Active Torque Vectoring, to help reduce understeer and keep vehicles on the driver's intended path, as well as cutting-edge multimedia features, including standard Apple CarPlay and Android Auto connectivity and Near Field Communication to simplify Bluetooth pairing. The new Crosstrek is available in base, Premium, and Limited trim levels.

For more information on the all-new 2018 Subaru Crosstrek and the advertising campaign, please visit:

www.subaru.com/crosstrek and #LovelsOutThere.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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