



## 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](mailto:dinfante@subaru.com)

Charles Ballard  
(856) 488-8759  
[cballard@subaru.com](mailto:cballard@subaru.com)

### SUBARU EARNS FOUR 2018 IIHS TOP SAFETY PICK+ AWARDS

- New criteria for 2018 IIHS awards
- 2018 Impreza, Legacy, Outback and WRX earned TOP SAFETY PICK+ award
- 2018 Crosstrek and Forester earned TOP SAFETY PICK award
- All models received a 'Superior' rating in front crash prevention when equipped with EyeSight

Cherry Hill, N.J., Dec 7, 2017 - Subaru of America, Inc. announced today the 2018 Impreza, Legacy, Outback and WRX models earned the 2018 TOP SAFETY PICK + award from the Insurance Institute for Highway Safety (IIHS) when equipped with EyeSight® Driver Assist Technology and LED Steering Responsive Headlights. Just 15 vehicles qualified for the TOP SAFETY PICK+ award after new for 2018 requirements were implemented for headlights and frontal crash evaluations. In addition, Forester and Crosstrek received the 2018 TOP SAFETY PICK award when equipped with EyeSight and LED Steering Responsive Headlights.

IIHS assesses a vehicle's crashworthiness with six tests: moderate overlap front, driver-side small overlap front, (new) passenger-side small overlap front, side, roof strength and head restraints & seats. The institute rates front crash prevention by conducting low- and moderate-speed track tests of vehicles with automatic braking systems. IIHS also tests headlight systems where IIHS engineers measure the reach of a vehicle's headlights on straight roads and on curves.

To earn the IIHS 2018 TOP SAFETY PICK+, a vehicle must receive a "Good" rating for five tests of high-speed front and side crash tests, a rollover test, and evaluations of seat/head restraints for protection against neck injuries in rear impacts. New for 2018, the passenger side small overlap crash was added to the evaluations and a vehicle must also receive a "Good" or "Acceptable" rating. This new test sends a vehicle into a barrier at 40 mph with just 25 percent of the vehicle's front end overlapping the barrier on the passenger side. It mimics what happens when the front passenger-side corner of a vehicle collides with another vehicle or with an obstacle such as a tree or utility pole. Crosstrek, Impreza, Legacy, Outback and WRX were top performers in the test according to IIHS and received its "Good" rating.

"Drivers expect that their passengers, who are often family, will be protected just as well as they are," says IIHS President Adrian Lund. "Manufacturers have been taking this issue seriously since we first shed light on it, and we're confident that good small overlap protection will become the norm on the passenger side, just as it has on the driver side."

Vehicles also must receive an “Advanced” or “Superior” rating for frontal crash avoidance and a “Good” rating for headlights. All Subaru models received the highest possible rating in front crash prevention when equipped with EyeSight.

“Safety is paramount to Subaru,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc., “and each year we continue to improve and innovate the safety features and technology in our vehicles for our customers. It is an honor to receive IIHS’s Top Safety Pick+ award on four of our models for 2018.”

As of November 2017, Subaru of America, Inc. has reported 72 consecutive months of yearly month-over-month growth and year-to-date sales of 584,614 vehicles, a 5.9 percent gain over the same period in 2016.

Sales in 2017 have been driven by the Forester, Outback and Crosstrek carlines. Combined, the three crossover vehicles now retail over 420,000 units per year. The Impreza model line has also seen a significant year-to-date increase.

#### **About the Insurance Institute for Highway Safety**

The Insurance Institute for Highway Safety is an independent, nonprofit scientific and educational organization dedicated to reducing the losses –deaths, injuries and property damage –from crashes on the nation’s roads. For more information, visit [iihs.org](http://iihs.org).

#### **About Subaru of America, Inc.**

[Subaru of America, Inc.](http://Subaru of America, Inc.) (SOA) is a wholly owned subsidiary of [Subaru Corporation](http://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.](http://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](http://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.

For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](https://www.facebook.com/subaru), [Twitter](https://twitter.com/subaru), and [Instagram](https://www.instagram.com/subaru).