



Media Information

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Subaru Launches Online Dynamic Brochures For 2012 Models

Cherry Hill, N.J., Mar 1, 2012 - Subaru of America, Inc., has unveiled new dynamic brochures for 2012 model year vehicles: Forester, Impreza, Impreza WRX/STI, Legacy and Outback. These dynamic brochures build on the industry-leading program that Subaru debuted in 2011.

Each dynamic brochure features new, 360-degree interactive interior and exterior views that allow users to experiment with paint colors and interior trim. Each brochure features engaging demos, videos and high-quality photography. They also include comprehensive specifications so customers have every detail necessary to love and understand Subaru vehicles.

"Our dynamic brochures give our consumers interactive content they can use to compare models, learn about Subaru technology and share their findings with friends," said Sondra Shiffer, brochures manager for Subaru of America. "This format allows car shoppers easy access to our product information and also reduces the amount of unnecessary printed material."

Forester

The Subaru Forester mid-size SUV offers a combination of award winning safety, smart design and astounding versatility. Forester comes standard with Symmetrical All-Wheel Drive and a balanced SUBARU BOXER engine for exceptional poise and versatility. 2012 Forester, like all 2012 Subaru models, is an IIHS Top Safety Pick.

<http://dbrochure.subaru.com/brochures/subaru.forester.2012/index.html>

Impreza

The newly re-designed 2012 Subaru Impreza turns up every day enjoyment while offering class-leading fuel economy and a noticeable increase in interior room. With an EPA estimated 36 miles per gallon highway and enough space to store two mountain bikes, 2012 Impreza is a Subaru that is utilitarian, economical and fun to drive. Impreza recently won the 2012 MotorWeek Driver's Choice award for "Best Compact Car."

<http://dbrochure.subaru.com/brochures/subaru.impreza.2012/index.html>

Impreza WRX/STI

Subaru's rally-bred heritage shines bright with the WRX and STI models. While both cars offer turbocharged all-wheel-drive performance that enthusiasts have come to love and respect, WRX and STI differ in their offerings. The dynamic brochure compares these key differences side-by-side.

<http://dbrochure.subaru.com/brochures/subaru.wrxsti.2012/index.html>

Legacy

The Subaru Legacy sport sedan combines surefooted Subaru Symmetrical All-Wheel Drive with agile handling and refined smoothness, sharp design, and innovative features for confident intelligence you can feel while driving. ALG awarded Legacy with its 2012 Residual Value Award for Best Midsize Car.

<http://dbrochure.subaru.com/brochures/subaru.legacy.2012/index.html>

Outback

The Subaru Outback crossover SUV comes standard with Symmetrical All-Wheel Drive and 8.7 inches of ground clearance for control and capability to match its ready-for-anything flexibility and comfort. Kelley Blue Book awarded 2012 Outback with Best Resale Value in its class.

<http://dbrochure.subaru.com/brochures/subaru.outback.2012/index.html>

"Our customers spend a considerable amount of time interacting with the cool videos and in-depth product information contained in the dynamic brochures," said Shiffer. "The average time spent on our web-based brochures ranges anywhere from 14 to 21 minutes. It's really exciting! We hope our viewers continue to enjoy them, and that they help our customers make more informed purchasing decisions."

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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 approximately 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 subaru.com.