

Media Information



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SUBARU SELLS ONE-MILLIONTH VEHICLE WITH EYESIGHT® DRIVER ASSIST TECHNOLOGY

Camden, N.J., Oct 16, 2018 - Subaru of America, Inc. today announced the sale of its one-millionth vehicle equipped with award-winning [EyeSight® Driver Assist Technology](#). Introduced in 2012, EyeSight is available across Subaru model lines. The company's consistent annual sales growth allowed it to accomplish the milestone in six years.

"Subaru has achieved 10 consecutive years of sales growth in the United States with safety as a key driver of that success," said Thomas J. Doll, president and chief executive officer, Subaru of America, Inc. "Accomplishing this milestone in only six years reflects our commitment to improving and innovating the safety features and technology in our vehicles for our customers."

Introduced in the 2013 Legacy and Outback models, EyeSight is now available on all 2018 Subaru model lines except the BRZ sports car. The driver assist technology features Pre-Collision Braking and Throttle Management; Adaptive Cruise Control; Lane Departure and Sway Warning; and Lane Keep Assist. All 2018 models equipped with EyeSight received the highest possible rating of "Superior" for front crash prevention from the Insurance Institute for Highway Safety (IIHS).

EyeSight Driver Assist Technology is capable of detecting vehicles traveling in front and can activate in order to mitigate or even avoid the collision. The system reduces rear-end crashes with injuries by up to 85 percent according to IIHS. *

With the help of two Subaru-developed color cameras mounted behind the windshield, EyeSight can identify vehicles traveling in front, traffic lanes, obstacles and pedestrians. The system has helped reduce the rate of pedestrian-related insurance claims by 41 percent according to the Highway Loss Data Institute. **

For the 2019 model year, EyeSight is standard on the all-new 3-row Subaru Ascent SUV as well as the Outback SUV, Legacy midsize sedan and fully redesigned Forester SUV.

*Based on Insurance Institute for Highway Safety reporting data as of November 2016 from MY2013–2015 Subaru models equipped with EyeSight through 2014.

**A comprehensive study published by the Highway Loss Data Institute (HLDI) confirmed that [EyeSight Driver Assist Technology](#) is effective at preventing collisions with pedestrians. HLDI found that the second-generation Subaru EyeSight reduced the rate of likely pedestrian-related insurance claims by 41 percent, compared to vehicles without the

technology.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 and the SOA Foundation have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit [media.subaru.com](#). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).