



## 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 BRAND LEADS THE INDUSTRY WITH SEVEN 2019 IIHS *TOP SAFETY PICK+* AWARDS

- Subaru is top brand with seven IIHS *TOP SAFETY PICK+* winners
- 2019 Ascent, Crosstrek, Impreza (sedan and 5-door), Legacy, Outback and WRX earned the *TOP SAFETY PICK+* award
- 2019 Forester earned the *TOP SAFETY PICK* award
- All models received a 'Superior' rating in front crash prevention when equipped with EyeSight® Driver Assist Technology
- New criteria for 2019 IIHS awards

Camden, N.J., Dec 19, 2018 - Subaru of America, Inc. announced today that its 2019 product line-up scored more *TOP SAFETY PICK+* awards than any other brand. The 2019 Ascent, Crosstrek, Impreza (sedan and 5-door), Legacy, Outback and WRX earned the 2019 *TOP SAFETY PICK+* award from the Insurance Institute for Highway Safety (IIHS) when equipped with EyeSight Driver Assist Technology and LED Steering Responsive Headlights. This year, Subaru leads with seven out of 30 vehicles that qualified for the *TOP SAFETY PICK+*. In addition, Forester received the 2019 *TOP SAFETY PICK* award when equipped with EyeSight and LED Steering Responsive Headlights.

"Each year we continue to improve and innovate the safety features in our vehicles for our customers," said Thomas J. Doll, President and Chief Operating Officer, Subaru of America, Inc. "For the Subaru brand to lead the IIHS *TOP SAFETY PICK+* awards with seven winners reflects our commitment to making safety the top priority in our vehicles."

To earn the IIHS 2019 *TOP SAFETY PICK+*, a vehicle must receive a "Good" rating for the six tests of high-speed front and side crash tests, a rollover test and evaluation of seat/head restraints for protection against neck injuries in rear impacts. The vehicle also must earn an "Advanced" or "Superior" rating for front crash prevention and a "Good" headlight rating.

The 2019 awards mark the sixth time that IIHS has raised the bar to earn the *TOP SAFETY PICK+* award since introducing it in the 2013 model year to recognize vehicles that offer a superior level of safety. The *TOP SAFETY PICK* accolade launched in the 2006 model year to help consumers identify vehicles with the highest ratings. Over the years, IIHS has added to and strengthened criteria for both awards to encourage manufacturers to speed up safety advances.

"We challenged manufacturers to provide the best possible protection in a range of crash scenarios and equip vehicles with automatic emergency braking system to avoid crashes, as well as offer headlights that give drivers confidence when traveling at night," says IIHS-HLDI President David Harkey. "Fifteen brands hit all the marks to give consumers

shopping for a new car a wide variety of 2019 models to consider.”

IIHS assesses a vehicle's crashworthiness with six tests: moderate overlap front, driver-side small overlap front, passenger-side small overlap front, side, roof strength and head restraints & seats. For 2019, new criteria have been implemented for the *TOP SAFETY PICK* and *TOP SAFETY PICK+* awards. A vehicle must now receive a “Good” rating specifically for the passenger side small overlap crash test to earn a TSP+ award. Also, an “Acceptable” or “Good” rating for the passenger-side test is now necessary to earn a TSP award.

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.

For the full list of winners, please visit the IIHS website: <https://www.iihs.org/iihs/ratings/TSP-List>

As of November 2018, Subaru of America, Inc. has reported 84 consecutive months of yearly month-over-month growth and year-to-date sales of 615,594 vehicles, a 5.3 percent gain compared to the same period in 2017. November also marked the 57th consecutive month of 40,000+ vehicle sales for the company. Ascent, Crosstrek and Forester sales were notably strong as each model achieved its best November ever.

#### **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. IIHS is wholly supported by auto insurers. 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 of Japan](http://Subaru Corporation of Japan). Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 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).