



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Michael McHale  
(856) 816-1231  
[mmchale@subaru.com](mailto:mmchale@subaru.com)

## Subaru Of America, Inc. Announces Pricing On 2010MY Tribeca

*3.6R Models Include a New Touring Model, 7-Passenger Only for 2010*  
*The Tribeca 3.6R comes well-equipped and is priced \$500 less than the 2009MY seven-passenger model*

Cherry Hill, N.J., Sep 28, 2009 - Subaru of America, Inc. today announced pricing on the 2010MY Subaru Tribeca 3.6R models.

"Subaru is pleased to announce new product enhancements that continue to create value for the Tribeca product line," said Tom Doll, executive vice president and COO, Subaru of America, Inc. "Tribeca offers a better driving experience and is a vehicle that is not only safe and fun to drive, with its 6-cylinder boxer engine, but also represents a tremendous value in its segment."

The Tribeca is the largest model in the company's line-up, a line-up which has been completely refreshed within the last two years. The company has enjoyed sales success with its new 2010 Legacy and Outback models, was the only full-line manufacturer to post a sales increase in 2008 and continues to be one of the few to do so for 2009, posting an all-time sales record in August.

### 2010 Tribeca

The 2010 Tribeca models, arriving at dealerships soon, have more interior flexibility, newer technology and top safety ratings which the company is known for in the industry.

The Tribeca 3.6R adds option packages this year, similar to the all-new 2010 Legacy and Outback models - helping dealers tailor vehicles to better suit their customers' needs. Subaru has also added a new, top-of-the-line Touring model, with new styling and technological features standard. Subaru continues its relationship with audio specialists harman/kardon® by offering a 10-speaker, 385-watt sound system standard on many models. Connectivity and safety continue to be top of mind as well, with a new Bluetooth hands-free phone module added as standard equipment on Limited & Touring models. The backup camera is now offered as an option on non-navigation Limited & Touring models with a 3.5" display mounted on an auto-dimming rearview mirror.

### Tribeca Model Highlights:

The **Tribeca 3.6R Premium** has a base MSRP of \$30,495. This is \$500 less than the starting price of the 2009MY seven-passenger model and is well-equipped with a 256 horsepower 6-cylinder SUBARU BOXER® engine, 5-speed automatic transmission with SPORTSHIFT®, Subaru's proprietary Symmetrical All-Wheel Drive system (AWD), fog lights, 18" alloy wheels, 8-way power driver seat, 4-way power passenger seat, 3-rows of seating, flexible 40/20/40 split

rear seatback, dual-zone automatic climate control, rear auxiliary air conditioning, heated front seats, and a full complement of safety features including electronic stability control.

The well-equipped **Tribeca 3.6R Limited** builds on 3.6R Premium content with standard equipment like the 10-speaker 6 CD harman/kardon audio system, XM® Satellite Radio, BlueConnect® Bluetooth hands-free phone system, leather seat materials, 2-position memory driver's seat, and Homelink®, and begins at an MSRP of \$32,495. The 2010 Tribeca 3.6R Limited offers the following options: Power Moonroof Package for \$1,500, Power Moonroof and Navigation System for \$3,700, and the Power Moonroof, Navigation System and Rear Seat Entertainment System (RSES) Package for \$5,500.

The new top-of-the-line 2010 Tribeca 3.6R Touring model is equipped standard with all 3.6R Limited model features plus a monotone exterior paint treatment, 18" alloy wheels, silver front underguard and roof rails, HID low-beam headlights, power moonroof, auto-dimming mirror with integrated 3.5" backup camera display, and begins at \$35,795. For 2010 model year the Touring model offers the following options: Navigation System for \$2,200 and the combined Navigation and Rear Seat Entertainment System (RSES) for \$4,000.

Destination and delivery for the Subaru Tribeca is \$695 (\$845 for dealers in Alaska).

#### **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 [www.subaru.com](http://www.subaru.com).