



# 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 SIX HONORS IN VINCENTRIC 2020 BEST CERTIFIED PRE-OWNED VALUE IN AMERICA AWARDS**

- Brand winner for Passenger Car and SUV/Crossover
- Four models win their segments: Impreza, Legacy, Outback and Crosstrek Hybrid
- Outback wins segment for third consecutive year

Camden, N.J., Nov 15, 2019 - Subaru of America, Inc. today announced that it is the brand winner for the Vincentric 2020 Best Certified Pre-Owned Value in America Awards in the Passenger Car and SUV/Crossover categories. In addition, Impreza, Legacy, Outback and Crosstrek Hybrid each won in their respective segments.

### **Subaru**

Best CPO Value in America: Passenger Car category  
Best CPO Value in America: SUV and Crossover category

### **Subaru Impreza**

Best CPO Value in America: Compact Hatchback segment

### **Subaru Legacy**

Best CPO Value in America: Mid-Size segment

### **Subaru Outback**

Best CPO Value in America: Mid-Size SUV/Crossovers segment (third consecutive year)

### **Subaru Crosstrek Hybrid**

Best CPO Value in America: Hybrid SUV/Crossover segment

To determine the 2020 Vincentric Best CPO Value in America Award winners, Vincentric conducted a statistical analysis to reveal which vehicles had lower than expected ownership cost given their market segment and price. Vincentric analyzed over 15,000 vehicle configurations using eight cost factors: depreciation, fees and taxes, financing, fuel, insurance, maintenance, opportunity cost and repairs. The costs were measured after incorporating the specific CPO warranty offered by the manufacturer while also applying mileage requirements necessary to be authorized as an OEM CPO vehicle. Each CPO vehicle was evaluated in all 50 states plus Washington DC, with the assumption that each would be driven 15,000 miles annually over five years.

**About Vincentric**

Vincentric provides data, knowledge and insight to the automotive industry by identifying and applying the many aspects of the automotive value. Vincentric data is used by organizations as a means of providing automotive insight to their clientele. Vincentric, LLC is a privately held automotive data compilation and analysis firm headquartered in Bingham Farms, Michigan.

**About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [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 plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be 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 \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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](#), [Instagram](#), [TikTok](#), and [YouTube](#).