



## Media Information

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### **Subaru Of America, Inc. Drives To The Head Of The Pack**

#### *The Company Wins Three ALG Residual Value Awards*

Cherry Hill, N.J. Subaru of America, Inc. Drives to the Head of the Pack, Dec 1, 2009 - Subaru of America, Inc. today announced that it has received three Residual Value Awards from ALG. ALG's 11(th) annual Residual Value Awards, for the 2010 model year, honor the vehicles in each industry segment that ALG predicts will retain the highest percentage of their original price after a three-year period.

Subaru of America, Inc. won Best Mainstream Brand, while the Subaru Forester won the Best Compact Utility Vehicle award and the Subaru Outback won the Best Midsize Utility award.

ALG determines the award winners after carefully studying the competition in each segment, historical vehicle performance and industry trends. Vehicle quality, production levels relative to demand and pricing strategies are among the key factors that affect ALG's residual value forecasts.

"Subaru of America is pleased to accept the ALG 2010 Residual Value Awards for Best Mainstream Brand, Best Compact Utility Vehicle and Best Midsize Utility Vehicle," said Tom Doll, executive vice president and COO, Subaru of America, Inc. "These awards are a testament to the overall value of Subaru vehicles and help signify that our vehicles are not only a smart investment, but also reinforce the Subaru brand attributes of durability, reliability and safety," Doll continued.

"We believe Residual Value remains the best metric for evaluating the overall strength of an automotive brand, and we congratulate Subaru for the proven success of their brand and their Forester and Outback models," said James Clark, General Manager of ALG. "The ALG Residual Value Awards are recognized throughout the industry and by consumers as the mark of a healthy brand; winning this award is a testament to an exceptionally strong product and all of us at ALG are pleased to recognize that accomplishment."

#### **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 nearly 600 dealers across the United States. Subaru makes the best-selling All-Wheel Drive car sold in America based on R.L. Polk & Co. new vehicle retail registration statistics calendar year-end 2007. In addition, 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).

**About ALG** ([www.alg.com](http://www.alg.com))

Based in Santa Barbara, California, ALG is a leading provider of data and consulting services to the automotive industry. ALG publishes the "Automotive Lease Guide" - the standard for Residual Value projections in North America, and has been forecasting automotive residual values for over 40 years in both the U.S. and Canadian markets. ALG is a company of DealerTrack Holdings, Inc.