

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

Charles Ballard
(856) 488-8759
cballard@subaru.com

2021 SUBARU ASCENT SUV EARNS IIHS TOP SAFETY PICK+ AWARD

- Earned highest safety award from IIHS
- Received a 'Superior' rating in front crash prevention
- Nine Subaru models have received 2020 IIHS safety awards

Camden, N.J., Aug 14, 2020 - Subaru of America, Inc. announced that its full-size, 3-row 2021 Ascent SUV was named a 2020 *TOP SAFETY PICK+* by the Insurance Institute for Highway Safety (IIHS). The 2021 Ascent earned the IIHS *TSP+* award with the addition of Steering Responsive LED headlights with High Beam Assist as standard equipment.

The 2021 Ascent joins eight other Subaru models in receiving an IIHS award this year.

2020 IIHS *TOP SAFETY PICK+* Winners

- 2020 Crosstrek Hybrid
- 2020 Forester
- 2020 Legacy
- 2020 Outback

2020 IIHS *TOP SAFETY PICK* Winners

- 2021 Crosstrek (with EyeSight® and specific headlights)
- 2020 Impreza sedan and five-door (with EyeSight® and specific headlights)
- 2020 WRX (with EyeSight® and specific headlights)

The Ascent offers a spacious interior with flexible seating options and a long roster of safety, driver assist and in-vehicle technologies. Available in four trim levels – Base, Premium, Limited and Touring – the 2021 Ascent has a starting price at \$32,295, a \$300 increase over the previous year, and is now available at Subaru retailers.

To earn a 2020 *TOP SAFETY PICK+* or *TOP SAFETY PICK* award, vehicles must earn 'Good' ratings in each of IIHS's six crashworthiness evaluations: driver-side small overlap front, passenger-side small overlap front, moderate

overlap front, side, roof strength and head restraint tests.

In addition, vehicles must also earn 'Good' or 'Acceptable' headlight ratings and offer available front crash prevention that earns 'Advanced' or 'Superior' ratings in both vehicle-to-vehicle and vehicle-to-pedestrian evaluations. Ascent comes standard with Subaru EyeSight® Driver Assist Technology, which includes automatic emergency braking, and it earns the 'Superior' rating for both evaluations. The Subaru models that have won the IIHS award are equipped with EyeSight.

The requirement to achieve a 'Good' rating for the passenger-side small overlap front collision was new for both IIHS awards starting in 2020. The small overlap tests are designed to replicate what happens when just the front corner of the vehicle collides with another vehicle or an object such as a tree or utility pole.

For 2020, IIHS had incorporated pedestrian crash prevention ratings into its *TOP SAFETY PICK* and *TOP SAFETY PICK+* awards for the first time. Subaru and other automakers have made a voluntary commitment to make automatic emergency braking standard on virtually all their models by 2022. This voluntary commitment calls only for systems that help avoid crashes with other vehicles, but with its EyeSight technology, Subaru is among some that have also committed to include vehicle-to-pedestrian safety functionality.

Such technology, IIHS has determined, could help reduce rising pedestrian fatalities, which have increased 53 percent since reaching a low point in 2009. More than 6,000 pedestrians were killed in crashes in 2018.

"Subaru supports IIHS efforts that spur the industry to achieve higher levels of vehicle safety and occupant protection," says Thomas J. Doll, President and CEO, Subaru of America, Inc. "We view the IIHS awards as validation for our efforts to continually innovate safety features for our customers."

For the full list of current IIHS *TOP SAFETY PICK* and *TOP SAFETY PICK+* winners, [visit the IIHS website](#).

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](#).