



Media Information

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SUBARU TAKES TOP SPOTS ON KELLEY BLUE BOOK "MOST AWARDED" LISTS OF 2020

Automaker Appears Three Times on Most Awarded Cars List and Takes Second Place for Most Awarded Brand

Camden, N.J., Sep 1, 2020 - Subaru of America, Inc. today announced it has been named to the Kelley Blue Book [10 Most Awarded Brands of 2020](#) and [10 Most Awarded Cars of 2020](#) lists. The lists designate the automotive brands and models that have made the most appearances as winners in Kelley Blue Book's awards programs and editorial accolades.

Subaru ranked as the second most awarded brand for 2020, having claimed awards such as Best Brand in the [Best Resale Value Awards](#), Best Overall Brand, Best Performance Brand and Most Trusted Brand in the [Brand Image Awards](#) and Best Brand in the [5-Year Cost to Own Awards](#). Three Subaru models – the Forester, Crosstrek and Outback – appeared on the Most Awarded Cars list, the most appearances of any automaker included.

"At Subaru, we take immense pride in our highly awarded vehicles, which consistently earn accolades from Kelley Blue Book and more for the safety and capability that customers continue to trust," said Thomas J. Doll, President and CEO, Subaru of America, Inc. "We place a high premium on the loyalty of our owners, which we believe is the key to developing vehicles that provide long-lasting value and reliability for all those who drive a Subaru."

To compile these lists, Kelley Blue Book tallied the cars and brands that were awarded most often in the company's 2020 awards programs, including the [Best Resale Value Awards](#), [5-Year Cost to Own Awards](#) and [Brand Image Awards](#). The awards also accounted for the car accolade lists created by Kelley Blue Book's editorial staff, such as the [12 Best Family Cars](#) and the [10 Best Family Cars Under \\$25,000](#).

To learn more about the Kelley Blue Book 10 Most Awarded Cars of 2020, visit <https://www.kbb.com/best-cars/most-awarded-cars-2020/>. For full coverage of the 10 Most Awards Brands of 2020, visit <https://www.kbb.com/best-cars/most-awarded-brands-2020/>.

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](#). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).