



Media Information

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SUBARU ENROLLS ONE-MILLIONTH SUBSCRIBER IN SUBARU STARLINK CONNECTED SERVICES

- Connected Services offer Safety, Security, and Convenience*
- Available across Subaru model lines
- Three packages available*

Camden, N.J., Dec 29, 2020 - Subaru of America, Inc. today announced it has enrolled the one-millionth subscriber into SUBARU STARLINK™ Connected Services*** which ensure confidence and peace of mind with every drive and are available across Subaru model lines.

These subscription-based services are part of Subaru's suite of on-board technology called: SUBARU STARLINK In-Vehicle Technology. The all-encompassing system provides multimedia content, smartphone connectivity, seamless navigation, extra safety, and everyday convenience.

Subaru offers three* Connected Services packages that are among the most affordable in the industry. The STARLINK Safety Plus package includes Automatic Collision Notification, SOS emergency assistance, enhanced roadside assistance, maintenance notifications, monthly vehicle health report and diagnostic alerts (3-year free subscription*). For even greater peace of mind, the STARLINK Safety Plus & Security Plus package adds remote engine start with climate control and heated seats***, stolen vehicle recovery service, vehicle security alarm notification, remote lock/unlock, remote horn and lights; remote vehicle locator and parenting features including boundary, speed and curfew alerts. The STARLINK Concierge package adds the convenience of in-vehicle assistance with restaurant and hotel reservations, purchasing tickets for sporting/theater events and scheduling service appointments. All Connected Services can be accessed through the owner's vehicle, smartphone or computer.

STARLINK Connected Services also offer features exclusive to Crosstrek Hybrid including Remote Climate Control and Remote Battery Charging Timer. The vehicle's climate control can automatically function without starting the engine, so it can warm up or cool down, even when garaged. The Remote Battery Charging Timer allows a user to manage the vehicle charging schedule and monitor its status. These features are included in the Hybrid's free 10-year subscription to the STARLINK Safety and Security Plus package.

"We are proud to have achieved this milestone," said Ken Lin, Director, Connected Business, Subaru of America, Inc. "Our goal with STARLINK Safety and Security is to keep our owners connected with their Subaru and prepared for the road ahead."

All Subaru models come standard with a multimedia system featuring high-resolution touchscreens; smartphone integration with Apple CarPlay, Android Auto and Bluetooth® hands-free phone and audio streaming connectivity; voice activated controls for phone and AM/FM stereo. Multimedia systems on higher trim levels include; SiriusXM® All-Access Radio and SiriusXM Travel Link® (4-month free subscription); over-the-air updates, Wi-Fi hotspot capability (subscription required), and HD Radio®. The top-of-the-line systems with navigation add voice-activated navigation powered by TomTom (3-year free over-the-air map updates) and SiriusXM Traffic (3-year free subscription) and SiriusXM Travel Link (upgraded to 3-year free subscription).

To learn more about SUBARU STARLINK In-Vehicle Technology, visit: subaru.com/starlink.

*Current generation SUBARU STARLINK Connected Services

**Claim based on all active subscriptions including customer, corporate and fleet vehicles.

***Remote Engine Start available on keyless access with push button start vehicles. Remote Engine Start with Climate Control available on vehicles with keyless access with push button start and automatic climate control. Not available on vehicles with manual transmission. The availability of services varies by trim.

About Subaru of America, Inc.

[Subaru of America, Inc.](http://subaru.com) (SOA) is a wholly owned subsidiary of [Subaru Corporation](http://subaru.com) 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 production plants and [Subaru of Indiana Automotive, Inc.](http://subaru.com) is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](http://subaru.com), 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 has donated more than \$165 million to causes the Subaru family cares about, and its employees have logged more than 40,000 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.

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