



Media Information

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Subaru Captures Multiple 2012 ALG Residual Value Awards

ALG "Subaru continues to draw fiercely loyal devotees who appreciate the brand's strong quality and ability to remain practical yet progressive."

- Subaru of America earns third-consecutive Best Mainstream Brand title
- 2012 Subaru Outback is three-peat winner in midsize utility segment
- 2012 Subaru Legacy snags honors in midsize car segment

Cherry Hill, N.J., Nov 16, 2011 - Subaru of America today announced that it has received three Residual Value Awards from ALG, the industry benchmark for residual values and depreciation data. The ALG Residual Value Awards recognize annually the vehicles predicted to retain the highest percentage of original price after a three-year period.

The company claimed the title of Best Mainstream Brand for the third year in a row. Subaru also earned Best Midsize Utility Vehicle and Best Midsize Car nods for 2012 Subaru Outback and 2012 Subaru Legacy, respectively. Award winners are determined through careful study of the competition in each segment, historical vehicle performance and industry trends. Vehicle quality, production levels relative to demand, and pricing and marketing strategies remain the key factors that affect ALG's residual value forecasts.

"The Legacy's standard all-wheel drive, above-average fuel economy and spacious interior appeal to a wide swath of the market, helping to keep demand high," said Raj Sundaram, for ALG. "With the brawny new generation of Outback, Subaru continues to build on its reputation for delivering what consumers want in a crossover, the handling of a car with great utility and roomy interiors."

"Subaru is proud to be recognized as a brand that builds safe and reliable vehicles that deliver on our mobility promises and retain value for our owners," said Thomas J. Doll, executive vice president and chief operating officer, Subaru of America, Inc. "We are honored to have, again, received ALG Residual Value Awards for our brand and two of our popular Symmetrical All-Wheel Drive vehicles."

Of the Best Mainstream Brand win, ALG's Sundaram remarked: "Subaru continues to draw fiercely loyal devotees who appreciate the brand's strong quality and ability to remain practical yet progressive in its redesigns. Dependably low incentives and fleet sales have also enhanced its used market image, helping it to retain the top spot for mainstream brand for the third year in a row."

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 more than 600 dealers across the United States. 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.

About ALG (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 45 years in both the U.S. and Canadian markets. ALG is a subsidiary of TrueCar, Inc.