



## Media Information

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### **Kiplinger'S Personal Finance Bestows 'Best' Awards To 2010 Subaru Legacy And Outback**

*Subaru Outback Wins "Best in Class" and "Best New Wagon" While the Subaru Legacy Takes Home "Best New Car" in its category*

Cherry Hill, N.J., Apr 25, 2010 - *Kiplinger's Personal Finance* recognized two Subaru vehicles as "Best" in their categories in its annual buyers' guide, "2010 Cars: Where the Deals Are." The all-new 2010 Subaru Legacy won "Best New Car" in the \$25,000 - \$30,000 category, while the all-new 2010 Subaru Outback won both "Best in Class" and "Best New Wagon" in the "Wagons" category. Winners are chosen on a basis of performance, value, safety, power, fuel efficiency, exterior design, interior room and cargo space.

"We are very pleased that the 2010 Legacy and Outback were recognized by Kiplinger's Personal Finance," said Tom Doll, executive vice president of Subaru of America, Inc. "As the magazine focuses on advising their readers on smart purchasing decisions and wise financial choices, it means a great deal to us that our vehicles receive these honors."

Kiplinger's praised Subaru for its renowned Symmetrical All-Wheel Drive platform and improvements to both vehicles. "Standard all-wheel drive has always been the Subaru hook, but the new Legacy proves Subaru cars can be sexy, too." According to Kiplinger, a stylish redesign, increased cabin room and high resale values earned the Subaru Legacy the "Best New Car" award for the \$25,000 - \$30,000 category. The 2010 Subaru Outback was lauded for its "sophisticated interior and exterior makeover giving the new Outback a roomier cabin, more cargo space and better handling." Along with Subaru's Symmetrical All-Wheel Drive capability, Kiplinger said the new look makes the Outback a "Best New Wagon" as well as a "Best in Class" winner.

#### **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](http://www.subaru.com).

#### **About Kiplinger's Personal Finance**

For nine decades, the Kiplinger organization has led the way in personal finance and business forecasting. Founded in 1920 by W.M. Kiplinger, the company developed one of the nation's first successful newsletters in modern times. The Kiplinger Letter, launched in 1923, remains the longest continually published newsletter in the United States. In 1947,

Kiplinger created the nation's first personal finance magazine. Located in the heart of our nation's capital, the Kiplinger editors remain dedicated to delivering sound, unbiased advice for your family and your business in clear, concise language. Become a fan of Kiplinger on Facebook and follow Kiplinger updates on Twitter.