



Media Information

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SUBARU EYESIGHT™ SYSTEM AVAILABLE WITH "TSA" OPTION

Cherry Hill, N.J., Mar 31, 2012 - Subaru of America, Inc. has announced that its new EyeSight™ driver assistance system (due for debut at the 2012 New York International Auto Show) will be available with optional "TSA" software. The software takes advantage of EyeSight's pedestrian recognition capability and integrates airport security body scanning software as used by the Transport Security Administration at airports to send images to a cell phone that can identify hidden objects on people situated in front of an equipped vehicle.

The Subaru EyeSight system debuts in regular form on 2013 Subaru Legacy and Outback models and will be one of the most affordable of such technologies available in the United States market and this new addition will increase its capabilities while keeping costs low.

A spokesman for Subaru said "this is an obvious extension of the innovative Eyesight system. We look forward to its application in real world situations. It is sure to be a transparent hit."

Cautions

EyeSight is not designed as a substitute for due care and attention to the road. The system may not react in every situation. There are certain operational limitations, such as when weather conditions obscure the view of the cameras. Finally, even with the advanced technology used, a driver with good vision and who is paying attention will always be the best safety system. Oh, and the TSA option doesn't really exist. It's April 1, isn't it?

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. Follow the Subaru of America Facebook page and [subaru_usa](#) on Twitter. This press release is available at www.media.subaru.com

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