



Media Information

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Subaru Announces All-Time Sales Record And Expands Forester Line With New Value Packages For 2010 Forester

New Special Edition Package for Forester 2.5X
New Navigation and Convenience Package for 2.5X Limited
NHTSA 5-Star Ratings and IIHS Top Safety Pick

Detroit, Jan 11, 2010 - Subaru of America, Inc., which just announced best-ever sales of 216,652 vehicles for 2009 - a 15-percent jump over calendar year 2008 - is introducing new versions of its top-selling Forester compact crossover SUV at the North American International Auto Show, which runs January 11-24 at Cobo Center. The Forester was Subaru's top-selling model in 2009, with 77,781 sold -- a 28-percent increase over 2008.

Arriving in February, new option packages expand 2010 Forester choices and demonstrate the market agility that allows Subaru to respond quickly to customer trends. The Forester 2.5X with Special Edition Package adds 16-inch alloy wheels and roof rails for a discounted package price of \$400 over this model's \$20,295 MSRP.

The Forester 2.5X Limited, already luxuriously equipped with leather appointed interior, 10-way power driver's seat, automatic transmission, panoramic power moonroof and other amenities, offers a new Navigation System and Convenience Package for \$2,300.

At \$500 more than the regular Navigation System, the new Convenience Package also includes the Forester line's first-ever HID headlights, plus a tilt/telescopic steering wheel, one-touch folding rear seats and a cargo area cover.

In addition to the new option packages, the Forester also features other enhancements for 2010, including a standard 10-way power driver's seat for the 2.5X Premium and Bluetooth(®) wireless capability for the available navigation system in Limited trim lines.

Like all Subaru models, the Forester comes standard with Symmetrical All-Wheel Drive, a traction and value advantage over competitive models that make all-wheel drive an extra-cost option. The Forester was named Motor Trend Magazine's Sport/Utility of the Year for 2009, followed by the 2010 Outback getting the award for this year making Subaru the only brand to win the award two years in a row. Subaru is also the only brand to have all five of its model lines receive a "Top Safety Pick" from the Insurance Institute for Highway Safety for 2010. (The IIHS adopted stricter criteria for the Top Safety Pick for 2010, including rollover safety.)

Forester is offered in five trim lines for 2010. The Forester 2.5X, powered by a 170-hp 2.5-liter 4-cylinder Subaru Boxer

engine, is one of the best values in the crossover SUV segment. The 2.5X Premium adds a 10-way power driver's seat, large panoramic power moonroof and interior enhancements and offers an available All-Weather Package (heated front seats, heated side mirrors and windshield wiper de-icer). The Forester 2.5X Limited includes the All-Weather Package and offers more luxury and an available navigation system. For powerful, sporty performance, the 2.5XT Premium and 2.5XT Limited are powered by a 224-hp turbocharged/intercooled Boxer engine.

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 approximately 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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.