



Media Information

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Subaru Releases New 2013 Forester Dynamic Brochure And iPad App

Cherry Hill, N.J., Sep 18, 2012 - Subaru of America, Inc. today announced the release of the 2013 Subaru Forester Dynamic Brochure and iPad® app. Consumers can download the iPad® app from the iTunes® store or view the Dynamic Brochure on Subaru.com. The fun and interactive tool showcases the confidence and capabilities of this versatile SUV.

The new Forester offers the combination of award-winning safety and astounding versatility. Every Forester comes standard with Subaru Symmetrical All-Wheel Drive and a balanced Subaru Boxer engine for exceptional handling and capability which match the Forester's accommodating interior.

Both the iPad® app and Dynamic Brochure feature new, fully photographic exterior and interior 360-degree views that allow viewers to experiment with paint colors and interior trims. They also include interactive feature demos, videos and comprehensive specifications.

Additionally, the digital format supports the company's commitment to environmentally friendly practices by reducing paper usage, energy consumption, inks and production waste.

"Subaru is excited to roll out the next generation of our leading-edge, environmentally friendly Subaru model iPad® apps and Dynamic Brochures for 2013. The Subaru Forester iPad® app and Dynamic Brochure launches will be followed closely by Impreza, WRX/STI, and the all-new XV Crosstrek," said Sondra Shiffer, publications and merchandising manager, Subaru of America, Inc.

The iPad® apps can be downloaded for free at:

<http://dbrochure.subaru.com/soa-for-13-prm1>

View the Dynamic Brochure at:

<http://dbrochure.subaru.com/soa-for-13-pr1>

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 Subaru.com.

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