



Media Information

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SUBARU ANNOUNCES MOBILE WI-FI ACCESS AVAILABLE FOR 2011 OUTBACK®

Cherry Hill, N.J., Jul 15, 2010 - Subaru of America announced today that it is now offering Wi-Fi connectivity for the award-winning 2011 Outback crossover SUV model. The new Subaru Mobile Internet system creates a Wi-Fi hotspot inside the Outback giving internet access to 10 or more users for up to 150 feet around the vehicle.

The Subaru Outback redefined the SUV, and offering Wi-Fi connectivity further expands this versatile vehicle's capability. Operating on the 3G network and working with all Wi-Fi enabled devices, Subaru Mobile Internet provides users a safe, fully encrypted connection with download speeds averaging 400kbps-1.2mbps. This uninterrupted Wi-Fi capability is designed for passenger access while the Outback is in motion.

Subaru Mobile Internet easily allows users to check email, surf the web or listen to Internet radio and even stream video and post to social networking sites. Outback passengers can check weather and traffic, download hiking trails, and even reserve a campsite while they're on the road. Multiple passengers can simultaneously use the Wi-Fi connection for their separate devices, including Wi-Fi capable laptop computers, netbooks, smart phones, game controllers, plus the new iPad® and iPod® Touch models.

Subaru Mobile Internet technology is provided by Autonet Mobile, the world's first in-car Internet service provider. The Wi-Fi service can be added as a port or dealer-installed accessory to any 2011 Subaru Outback for an MSRP of \$499, plus a \$35 activation fee. A one-year subscription at \$29 per month is required, and Subaru is including the first three months of service for free. Comprehensive user support is included through joint Subaru and Autonet Mobile customer service resources. Subaru Mobile Internet is a Genuine Subaru Accessory and is covered under the Subaru of America warranty.

Starting at an MSRP of \$22,995, the 2011 Subaru Outback is offered in a wide range of four- and six-cylinder models. The Outback is smart-sized compared to other two-row crossover vehicles, featuring a mid-size interior in an easy-to-manuever and off-road capable wagon body. Equipped with the Lineartronic™ CVT (continuously variable transmission), the 2011 Outback is rated at 29 MPG in highway driving.

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. 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.