



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

## Subaru Releases New 2013 XV Crosstrek Dynamic Brochure

Cherry Hill, N.J., Subaru Releases New 2013 XV Crosstrek Dynamic Brochure, Sep 30, 2012 - Subaru of America, Inc. today announced the release of the company's 2013 XV Crosstrek Dynamic Brochure. Consumers can view the Dynamic Brochure on Subaru.com using any web browser. The Dynamic Brochure is an interactive tool that showcases the confidence and capabilities of the all-new XV Crosstrek.

This do-it-all crossover offers the combination of award-winning safety and astounding versatility. Every XV Crosstrek comes standard with Subaru Symmetrical All-Wheel Drive and a balanced Subaru Boxer engine for exceptional handling and capability. Its stylish exterior is matched with a roomy interior, including standard Bluetooth® and heated seats. Customers can explore all these elements and more with the newly-launched interactive Dynamic Brochure.

The 2013 XV Crosstrek Dynamic Brochure builds on the success of Subaru's industry-leading Dynamic Brochure program, which debuted in 2011. The brochure allows users to view all available colors in the 360° view, as well as videos, interactive demonstrations, and full vehicle specifications. The brochure program also reduces paper usage, energy consumption, inks and production waste.

"Subaru is excited to launch the all-new 2013 XV Crosstrek and its interactive, eco-friendly Dynamic Brochure. The Subaru XV Crosstrek Dynamic Brochure launch will be followed closely by the 2013 XV Crosstrek iPad® app," said Sondra Shiffer, Publications and Merchandising Manager, Subaru of America, Inc.

View the Dynamic Brochure at:

<http://dbrochure.subaru.com/soa-XV-13-pr2>

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

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