



Media Information

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Subaru Brand Rated 2011 Best Retail Brand By Kelley Blue Book'S Kbb.Com

Subaru Outback also named Top 10 Best Resale Model

Cherry Hill, N.J., Nov 16, 2010 - Kelley Blue Book www.kbb.com, the leading provider of new and used vehicle information, has announced that Subaru has been awarded 2011 Best Retail Brand and the Subaru Outback has also been named a Top 10 Best Resale Model at the Kelley Blue Book's Best Resale Value Awards.

The Best Resale Value Awards recognizes current and forthcoming vehicles for their projected retained value five years from now. Since depreciation (or loss of value) is typically a car-buyer's primary expense during ownership, these awards, like all of kbb.com's new- and used-vehicle information, are designed to help consumers make more informed car-buying decisions.

Subaru of America COO, Tom Doll said: "These awards are a testament to the inherent value in Subaru vehicles, value that stems from our class-leading safety, reliability and durability. Purchasing a Subaru has long been a wise choice for consumers and these awards reinforce that decision. "

Kelley Blue Book's Best Resale Value Awards are based on projections from the Kelley Blue Book® Official Residual Value Guide, determined by an expert staff of automotive analysts. These prestigious awards honor vehicles expected to maintain the greatest proportion of their original list price after five years of ownership. Low-volume vehicles and vehicles with a Manufacturer's Suggested Retail Price of more than \$60,000 are excluded from award consideration, except in the luxury and high-performance categories.

For more information about Kelley Blue Book's Best Resale Value Awards, please visit <http://www.kbb.com/car-news/all-the-latest/2011-best-resale-value-awards>.

About Kelley Blue Book (www.kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new- and used-vehicle information they need to accomplish their goals with confidence. The company's top-rated website, www.kbb.com, provides the most up-to-date pricing and values, including the Fair Purchase Price, which reports what smart buyers are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. - 2009 Spring Automotive Website Usefulness Study, kbb.com is the most useful automotive information website among new- and used-vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kelley Blue Book's kbb.com also is a W3 Silver Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a

leading provider of new car prices, used car values, car reviews, new cars for sale, used cars for sale, and car dealer locations.

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.