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SUBARU ANNOUNCES PRICING ON 2014 XV CROSSTREK HYBRID

• *First Subaru Hybrid - based on popular gas model XV Crosstrek, hybrid offers same Capability and Utility*
• *High-efficiency, Go-Anywhere Crossover with standard Symmetrical All-Wheel Drive*
• *Well-equipped and priced from $25,995*

Cherry Hill, N.J., Sep 30, 2013 - Subaru of America, Inc. has announced pricing on the carmaker's first-ever production hybrid vehicle, the XV Crosstrek Hybrid, arriving in dealerships in late 2013. The Hybrid is based on the successful XV Crosstrek crossover model and retains its all-terrain capability while providing better fuel efficiency and improved driving dynamics.

Starting at $25,995, the 2014 XV Crosstrek Hybrid offers a roomy, versatile, fun-to-drive crossover that combines bold five-door design with a refined chassis, high fuel economy and everyday comfort.

"The XV Crosstrek model has been an instant hit since going on sale in September 2012, selling approximately 45,000 units in its first year and showing there is a strong market for a compact CUV that provides strong looks, safety, AWD capability and good fuel economy." said Thomas J. Doll, president, and chief operating officer, Subaru of America, Inc. "The XV Crosstrek Hybrid will now combine those proven Subaru attributes with hybrid technology and will appeal still further to ecologically-minded consumers," The sales success of the 2014 XV Crosstrek, mirrors the growth of the Subaru brand overall, which is on track to achieve its fifth-consecutive year of sales increases and top 400,000 vehicle sales in the US market in 2013.

All XV Crosstrek Hybrids are equipped with 2.0-liter, 4-cylinder BOXER engine and Subaru Symmetrical All-Wheel Drive. Available in a standard trim and top-of-the-line Touring, models include a 13.4 hp/48 lb. –ft. electric drive motor integrated into the Lineartronic® continuously variable transmission.

The 2014 Subaru XV Crosstrek Hybrid builds upon the utility and versatility of the gas model, while offering enhanced handling. Significantly, the hybrid model uses the same Active Torque Split version of Symmetrical All-Wheel Drive as in the gasoline model, preserving the all-weather performance that Subaru customers expect. The system sends torque to the four wheels all the time and adjusts the torque distribution in response to acceleration, cornering and road conditions. The Hybrid also retains the 8.7-inch ground clearance and 4-wheel independent suspension of other XV Crosstrek models and adds special chassis tuning for more agile handling.

The cargo area is outfitted as standard with a removable cover as well as removable waterproof cargo tray, tie-down hooks and grocery bag hooks. Subaru dealers offer a number of accessories for the standard roof rails for carrying

items such as bicycles and kayaks.

The 2014 XV Crosstrek Hybrid serves as the top model in this series and features numerous exclusive design features. The rear light clusters and the stop lamps use energy-saving light-emitting diode (LED) technology. The high-grade color multi-function display is exclusive to the XV Crosstrek Hybrid and featured on both models. The 4.3-in. LCD screen can show the hybrid system's energy flow according to driving conditions. Using switching screens, the display combines driving operation information with entertainment content, including the standard rear vision camera.

The navigation system in the XV Crosstrek Hybrid Touring uses a 6.1-inch touch screen LCD display and voice control, iTunes® tagging, SMS text messaging capability, SiriusXM Satellite Radio® and SiriusXM NavTraffic® (4-month trial subscriptions included). The navigation system also features Aha® Infotainment smartphone integration featuring radio stations, newsfeeds, audiobooks and more. The XV Crosstrek Hybrid includes all the standard equipment from the XV Crosstrek Premium model and adds keyless access and start, automatic climate control system, upgraded instrument cluster, high-grade multi-function display, body-color foldable side mirrors with integral turn signals, leather-wrapped steering wheel with silver stitching, chrome exterior door handles and more. The XV Crosstrek Hybrid Touring, starting at $29,295, model adds a touch-screen navigation system, leather-trimmed seating and a power moonroof.

2014 XV CROSSTREK HYBRID			
Model/Trim	Transmission	MSRP	MSRP + destination and delivery
XV Crosstrek Hybrid	CVT	$25,995	$26,820
XV Crosstrek Hybrid Touring	CVT	$29,295	$30,120

Destination & Delivery is $825 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is $945 for dealers in Alaska.

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 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 www.subaru.com.

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