



Media Information

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Subaru Of America, Inc. Announces Pricing On 2011 Forester

*Award-winning Subaru Forester price increase held to \$200
2011 Forester features an all-new 2.5L DOHC Subaru Boxer Engine
New 2.5X Forester Touring model*

Cherry Hill, N.J., Nov 23, 2010 - Subaru of America, Inc. today announced 2011 pricing for its award-winning Forester model starting at **\$20,495** equipped with manual transmission, a modest \$200 increase from 2010. The automatic transmission version starts at **\$21,695**. The 2011 Forester's all-new 2.5L DOHC SUBARU BOXER® Engine improves on the Forester's already impressive fuel efficiency. All Forester models now come with a new grill design as well as an updated instrument panel with a softer, textured material for enhanced interior appearance.

Forester 2.5X

Standard features for the 2.5X Forester include AM/FM stereo with single disc CD player and 4 speakers with input auxiliary jack, (3) 12 volt power outlets, Brake Assist, Vehicle Dynamics Control (VDC), daytime running lights, engine immobilizer, carpeted floor mats, multi-functional center console box and sliding arm rest, 60/40 split fold-down rear seat, rear window wiper and washer and remote keyless entry. The 2.5X also continues to offer the popular Alloy Wheel Value Package. This package adds 16-inch alloy wheels and roof rails for only \$400 – the same as the 2010 model year.

Forester 2.5X Premium

The 2011 Forester 2.5X Premium, equipped with manual transmission starts at **\$23,195**, a \$400 increase over last year. The automatic transmission version starts at **\$24,195**. Standard equipment includes all 2.5X model features (where applicable) plus a standard 10-way power driver's seat, privacy glass, panoramic power moonroof, roof rails, steering wheel mounted audio switches, reclining rear seatback function and rear seat retractable rear tray as well as the following newly upgraded features:

- Driver's side power window with Auto-Down and Auto-Up with Anti-Pinch Protection
- Tilt and telescopic steering wheel
- New 17" Alloy Wheels
- Standard Bluetooth Hands-Free Phone Connectivity with steering wheel control switches
- Bluetooth Audio Streaming Connectivity
- iPod connectivity
- USB port

- Sirius Satellite Radio capability

In addition to those features, the 2011MY Forester 2.5X Premium also features an all-new TomTom® Navigation option package. Available with the \$500 All Weather Package, the TomTom® Navigation option has a special value price of only \$595, for a total package price of only \$1,095. This TomTom® unit is a removable navigation device with a 4.3" LCD touch screen and includes the following features:

- Bluetooth Hands-Free Phone Connectivity
- iPod connectivity
- Removable Portable Navigation Device
- USB port

A back-up camera is an additional available accessory and traffic information on the camera is available with a subscription.

Forester 2.5X Limited

The 2011MY Forester 2.5X Limited, equipped with automatic transmission, has a starting price of \$26,495, a \$500 increase. Standard equipment includes all 2.5X Premium model features (where applicable) plus leather-trimmed upholstery, leather-wrapped steering wheel and shifter handle, stainless exhaust tips, automatic climate control system, fog lights, cargo area tray and All-Weather Package along with the following additional improvements to the audio system:

- Bluetooth Audio Streaming Connectivity
- Bluetooth Hands-Free Phone Connectivity
- HD radio
- iPod connectivity
- 4.3" LCD display screen
- 6 upgraded speakers (instead of 4)
- Back-up camera accessory option

The 2.5X Limited continues to offer a Touch-Screen GPS Navigation System for \$1,800 which includes a 7" LCD screen, auxiliary input jack and now includes a backup camera.

Forester 2.5X Touring

Also new for the 2011MY is the introduction of the 2.5X Touring model. This model builds on the 2.5X Limited model and comes equipped with automatic transmission starting at **\$27,995**. This model adds several unique features: High Intensity Discharge (HID) headlights, exterior mirrors with integrated turn signals, silver finish roof rails, one-touch folding rear seatbacks, dual-zone automatic climate control, Sirius satellite radio and electroluminescent instrumentation.

Forester 2.5XT Premium

The 2.5XT Premium starts at **\$26,995**, is equipped with automatic transmission and features the impressive 224-horsepower 2.5L DOHC intercooled, turbocharged Boxer Engine. Standard equipment includes a 2.5 liter turbocharged engine with Active Valve Control System, decorative engine cover, stainless exhaust tips, fog lights, rear spoiler, telescopic steering column, unique 17-inch alloy wheels, hood scoop, and aluminum-alloy accelerator and brake pedal covers and now includes a 10-way power driver's seat.

Forester 2.5XT Touring

The 2011MY Forester 2.5XT also adds a Touring model, equipped with automatic transmission and starting at **\$29,995**. This new model includes HID headlights, exterior mirrors with integrated turn signals, backup camera, silver finish roof rails, one-touch folding rear seatback and electroluminescent instrumentation. In addition to those features, it has an upgraded audio system with a 4.3" LCD display screen, dual-zone automatic climate control and perforated leather-

trimmed upholstery. The Touch-Screen GPS Navigation System is also available (with the standard backup camera already included in the vehicle) as an option on all Touring models for only \$1,600.

The destination and delivery charge is \$725 for all 2011MY Forester models in the contiguous 48 states. The MSRP of PZEV (Partial Zero Emissions Vehicle) models remains \$300 more than the federal specification model.

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 www.subaru.com.