



Media Information

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SUBARU INTRODUCES NEW FORESTER®, XV CROSSTREK® HYBRID AND NEW INFOTAINMENT TECHNOLOGY FOR 2014

- All-new Forester design with improved performance, fuel economy, comfort and space; 2.0XT debuts new 250-hp turbocharged BOXER engine
- XV Crosstrek Hybrid is brand's first gas/electric model
- Subaru EyeSight®, the highest-rated front crash prevention system by IIHS, offered on more models
- Legacy® and Outback® add standard features and audio upgrades
- Aha® infotainment smartphone integration added to navigation systems
- All models offer IIHS Top Safety Pick or Top Safety Pick+ rating

Cherry Hill, N.J., Jan 6, 2014 - On its way to setting yet another annual sales record, Subaru of America, Inc. continues to build momentum by introducing a new, fourth-generation Forester and its first-ever gas/electric model, the XV Crosstrek Hybrid, for 2014.

The five-passenger 2014 Subaru Forester is a total re-design of the acclaimed crossover SUV that's built a strong reputation for safety, performance, dependability and versatility. With virtually the same footprint as the previous model, the 2014 Forester expands its comfort and utility, offering more spacious rear-seat and cargo areas. The 2014 Forester was the first compact SUV to receive the IIHS Top Safety Pick+ rating.

A new 250-horsepower 2.0-liter direct-injection turbocharged BOXER engine leads the line, which also includes models powered by a 170-horsepower 2.5-liter naturally aspirated 4-cylinder BOXER engine. A Lineartronic® CVT (continuously variable transmission) is standard in the 2.0XT models and available for the 2.5i models, which feature a standard 6-speed manual transmission.

Like all Subaru passenger cars and SUVs, the 2014 Forester comes standard with Subaru Symmetrical All-Wheel Drive, a distinction from competitive models that come with front-wheel drive as standard and offer all-wheel drive as an extra-cost option. (The Subaru BRZ sports car is rear-wheel drive.) High-line CVT-equipped 2014 Forester models also feature new Hill Descent Control and a new X-Mode, which provides extra control in certain driving conditions. The 8.7 inches of ground clearance for all 2014 Forester models is greater than for many crossovers and SUVs, yet the Forester maintains a comfortably low step-in height.

The 2014 Forester jumps to the head of its segment in all-wheel drive fuel economy, with the 2.5i model achieving EPA estimates of 24 mpg city / 32 mpg highway / 27 mpg combined (with CVT).

All but the base Forester 2.5i model come with a standard rear vision camera and color multi-function display. New available features include a power liftgate with automatic close, Keyless Access and Start and Subaru EyeSight, the highest rated front crash prevention system by IIHS. EyeSight integrates Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning. The top-line Touring models come standard with a navigation system and 440-watt harman/kardon® 8-speaker audio system. The navigation system integrates the Aha® smartphone features, which include radio stations, newsfeeds, audiobooks and more.

XV Crosstrek® Hybrid is Brand's First-Ever Gas/Electric Model

The all-new XV Crosstrek Hybrid offers all the capability and versatility of the gasoline XV Crosstrek, adding the benefits of a hybrid powertrain, including higher fuel efficiency. The XV Crosstrek Hybrid shares the gasoline model's Symmetrical All-Wheel Drive and chassis capability, including 8.7 inches of ground clearance.

The XV Crosstrek Hybrid combines a 2.0-liter Subaru BOXER engine with a 13.4-hp electric motor that's integrated into the Lineartronic CVT. A 100.8V, 13.5kWh nickel-metal hydride battery is located under a revised rear floor area, and the engine uses an integrated starter/generator for the automatic start/stop feature. Under light acceleration, the Subaru-engineered hybrid system uses the electric motor for initial vehicle acceleration and then starts the gasoline engine once underway.

The electric motor can also assist acceleration in parallel with the gasoline engine, and an EV mode will operate the vehicle in certain low-speed situations. An Auto Start/Stop system shuts down the gasoline engine when the vehicle is stopped under certain conditions. Brake regeneration works when the car is coasting or the driver has applied the brake, recapturing kinetic energy from the turning wheels to recharge the battery. A new Active Grille Shutter system helps reduce air resistance, and the air conditioning system uses a temperature and humidity sensor to optimize operation for reduced draw on engine power.

The Active Torque Split version of Symmetrical AWD provides the same function and benefits as in the XV Crosstrek gasoline model. The system adjusts the front-to-rear torque distribution in response to acceleration, cornering and road conditions.

Passenger cabin room in the new XV Crosstrek Hybrid is essentially the same as in the gas model (0.7 cu. ft. difference), while the Hybrid's maximum cargo room (rear seatbacks down) measures 50.2 cu. ft., vs. 51.9 in the gas model. Subaru retuned the platform's suspension and revised the steering ratio to give the XV Crosstrek Hybrid sharper handling responses.

An exclusive wheel design and other exterior enhancements differentiate the Subaru XV Crosstrek Hybrid from the gasoline model. The Color Multi-Function Display shows the hybrid system's energy flow according to driving conditions.

XV Crosstrek is A High-Efficiency, Go-Anywhere Crossover

New to the Subaru lineup in 2013, the XV Crosstrek delivers a high-capability crossover package with standard Symmetrical All-Wheel Drive, 8.7 inches of ground clearance, 17-inch alloy wheels and ample room for passengers and cargo. Aha infotainment smartphone integration is included with the optional navigation system.

All 2014 Subaru XV Crosstrek models are powered by a 148-horsepower 2.0-liter BOXER engine, teamed to a five-speed manual transmission or available Lineartronic CVT. EPA-estimated fuel economy figures of 25 mpg city / 33 mpg highway / 28 mpg combined (with CVT) put the 2014 XV Crosstrek among the most fuel-efficient crossovers on the market.

Subaru offers the 2014 XV Crosstrek in Premium and Limited models, the latter making the Lineartronic CVT standard and adding additional luxury amenities and infotainment technology, including a display-type audio system with HD Radio™ and a rear-vision camera. The All-Weather Package, which is standard for all XV Crosstrek models, features heated front seats, heated side mirrors and windshield wiper de-icer. Heated seats are often an extra-cost option even on some luxury models.

Subaru Legacy® and Outback® Add New Features for 2014

Following a year in which they gained new powertrains and revised styling, the Subaru Legacy sedans and Outback Sport Utility Wagon® models add more standard features and upgraded infotainment for 2014. The Legacy and Outback 2.5i models are powered by a 173-horsepower 2.5-liter 4-cylinder BOXER engine teamed to either a 6-speed manual transmission or the Lineartronic CVT. The Legacy and Outback 3.6R Limited models are powered by a 256-horsepower, 3.6-liter 6-cylinder BOXER engine teamed to a 5-speed automatic transmission.

The Subaru Legacy remains a standout in the midsize sedan field in terms of roominess, with 103 cu. ft., of total passenger room and a generous 37.8 inches of rear seat legroom. The versatile Outback offers 8.7 inches of ground clearance, which is greater than many crossovers and some SUVs, yet with a comfortably low step-in height.

Subaru introduced the advanced EyeSight driver-assist system for the 2013 Legacy and Outback Limited models, and for 2014 makes it also available in the Premium trim line. EyeSight, which uses innovative Subaru-developed stereo camera technology, integrates Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning.

In the new Insurance Institute for Highway Safety (IIHS) Front Crash Prevention (FHP) test program, the 2014 Legacy sedan and Outback with the available EyeSight system were the only vehicles to receive highest possible score of six points and were two of seven models from 74 tested to receive highest possible "Superior" rating. The Superior rating is given to vehicles that have an autobraking system such as Subaru EyeSight and can avoid a crash or substantially reduce speeds in both tests. In addition, the 2014 Legacy and Outback models are Top Safety Pick+ award winners.

Subaru has upgraded the popular 2014 Legacy 2.5i Premium and Outback 2.5i Premium models to include as standard the All-Weather Package (heated front seats, heated side mirrors and windshield wiper de-icer). The Premium models now also come standard with the display audio system featuring a 4.3-inch screen, 6 speakers and SiriusXM Satellite Radio (including a 4-month free trial subscription). The display is compatible with the available rear camera system. Navigation is available as an option for Premium and Limited trim lines for Legacy and Outback.

Subaru Impreza® Offers 36-MPG Highway Fuel Economy with All-Wheel Drive

The new-generation Subaru Impreza 4- and 5-door compact models, which that Subaru of America, Inc. introduced for 2012, have been key players in the brand's significant increase in sales and market share. With standard Symmetrical All-Wheel Drive and exemplary fuel economy, the 2014 Impreza remains highly competitive with models that offer only front-wheel drive.

For 2014, Subaru made a rear vision camera standard on the Impreza 2.0 Limited models, using the 4.3-inch LCD screen of the display audio system. In addition, the available navigation system for the Premium and Limited models gains Aha Infotainment smartphone integration.

Powered by a 148-hp 2.0-liter BOXER engine, the Impreza 2.0 models offer fuel economy that's comparable to some front-wheel drive compact cars. Impreza models with the Lineartronic CVT have EPA estimated ratings of 27 mpg city / 36 mpg highway / 30 mpg combined. A 5-speed manual transmission remains standard.

Subaru WRX® and WRX STI® are Global Performance Icons

Subaru uniquely offers two high-performance sport compacts, the WRX and the WRX STI, the latter equipped with the brand's most powerful engine and most advanced dynamic control technology.

The 2014 Subaru WRX, available in 4- and 5-door models, offers more power than rivals such as the Ford Focus ST and Volkswagen GTI, neither of which offers all-wheel drive. In the WRX, a 2.5-liter turbocharged/intercooled four-cylinder BOXER engine produces 265-horsepower and 244 lb.-ft. of torque and is exclusively teamed with a 5-speed manual transmission. The Symmetrical All-Wheel Drive system uses a viscous coupling locking center differential that splits the power 50:50 under normal traction conditions. If wheel slippage occurs, the center differential transfers torque to the wheels with the best traction. Standard equipment for the 2014 WRX includes sport-tuned suspension, 17-inch

alloy wheels and an AM/FM/CD stereo with 6 speakers, Bluetooth audio streaming and hands-free phone connectivity and iPod® control. The WRX Premium and Limited add more amenities.

The 2014 Subaru WRX STI, which is also available in both 4- and 5-door models, takes the brand's rally-bred road performance to the highest level. This model exclusively features a 305-horsepower turbocharged/intercooled BOXER engine, 6-speed manual transmission, performance suspension and the exclusive Multi-Mode Driver Controlled Center Differential (DCCD) version of Symmetrical All-Wheel Drive. The WRX STI is also exclusively equipped with a Brembo® Performance Brake System, Subaru Intelligent Drive (SI-DRIVE) and Multi-Mode Vehicle Dynamics Control (VDC) system, the latter featuring a track performance-optimized mode.

Subaru BRZ® is the Affordable, Pure Sports Car with 200 HP

Subaru introduced the rear-drive BRZ for 2013 as a return to the purist-performance sports car. For 2014, Aha infotainment smartphone integration is added to the standard navigation system.

Powered by a naturally aspirated 200-horsepower BOXER engine, the BRZ is a sports car that does not sacrifice everyday comfort and practicality, including up to EPA-estimated 34-mpg highway fuel economy (with optional 6-speed automatic transmission). Subaru developed the rear-wheel drive BRZ with the fundamentals of sports car design in mind: low vehicle weight, an ultra-low center of gravity and precision steering. As a result, the low-slung BRZ delivers pinpoint handling agility and an unmatched driving experience for sports car enthusiasts of all skill levels.

The Subaru BRZ continues in Premium and Limited trim lines for 2014, the Limited offering additional comfort and amenities including seats upholstered with Alcantara inserts and leather bolsters, a dual-zone automatic climate control system and the All-Weather Package with dual-mode heated front seats and heated side mirrors. An optional automatic transmission is available in Limited trim.

Subaru Tribeca™ Limited Adds to Its Considerable Luxury for 2014

The Subaru Tribeca 7-passenger crossover SUV, available solely in the Limited trim line, gains a standard power moonroof for 2014. Also a change for 2014, the optional navigation system is packaged with rear seat entertainment system, which uses a 9-inch wide-screen format LCD screen and a DVD player featuring remote inputs for video games and a video camera.

The Tribeca's 3.6-liter 6-cylinder BOXER engine produces 256 horsepower and 247 lb.-ft. of peak torque, with at least 225 lb.-ft. of torque available from 2,000 to 6,000 rpm. A specially tuned five-speed automatic transmission helps makes the Tribeca feel exceptionally smooth and responsive in everyday driving.

Luxury in the 2014 Tribeca Limited includes standard leather seating surfaces for front and second rows; 8-way power driver's seat with 2-position memory; 4-way power passenger seat; dual-zone automatic climate control system; auxiliary air conditioning system for second and third rows; harman/kardon Premium Audio system with subwoofer; SiriusXM Satellite Radio (4-month trial subscription included); Bluetooth hands-free phone connectivity; rear vision camera; a leather-wrapped steering wheel with remote audio controls, and ambient center console and cup-holder illumination.

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. Media can visit www.media.subaru.com.

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