



Media Information

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SUBARU ANNOUNCES 2015 FORESTER PRICING

- XT Premium features standard All Weather Package
- Rear vision camera and color multi-function display standard on base model
- 2.5i Premium manual transmission gets standard moonroof
- EyeSight® driver assist option packages lowered by \$500

Cherry Hill, N.J., Feb. 27, 2014-- Subaru of America, Inc. has announced pricing on the carmaker's award winning crossover the 2015 Subaru Forester. The Forester is a two-time winner of the coveted Motor Trend Sport/Utility Vehicle of the Year award.

The Forester 2.5i model will be available in base, Premium, Limited and top-line Touring versions. Pricing begins at \$22,195 for the base model 2.5i with six-speed manual transmission. The turbocharged 2.0XT will be offered in the Premium and Touring versions, with the Premium starting at \$28,495. The 2.0XT Premium now features a standard All Weather Package. All prices are MSRP and do not include \$850 destination charge.

For 2015, the base model 2.5i gets rear vision camera and color multi-function display as standard equipment. Previously unavailable, the 2.5i Premium manual transmission model is now equipped with a moonroof standard. New for 2015, the 2.5i Touring models will receive standard high luster 18" alloy wheels. All Touring models feature Keyless Access & Start, HID lights and chrome rocker trim. Navigation is now optional on Touring models.

Subaru's EyeSight driver-assist system earned the highest rating given by Insurance Institute for Highway Safety (IIHS), a Superior rating, when IIHS conducted its first test of accident avoidance technologies. The EyeSight system integrates Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning.

One of the most affordable such technologies available in the U.S. market, EyeSight uses a stereo camera design developed by Subaru to provide a detection angle wider than that of radar-based systems. EyeSight option packages are lowered \$500 from the previous model year.

As with all previous Forester models, the 2015 comes standard with Subaru Symmetrical All-Wheel Drive, a distinction from the competitive models that come with front-wheel drive as standard and offer all-wheel drive as an extra-cost option.

The Subaru Forester's continued sales success has helped Subaru achieve five consecutive annual sales records.

2015 SUBARU FORESTER			
Model/Trim	Transmission	MSRP	MSRP + destination and delivery
2.5i	6MT	\$22,195	\$23,045
2.5i	CVT	\$23,195	\$24,045
2.5i Premium	6MT	\$24,595	\$25,445
2.5i Premium	CVT	\$25,095	\$25,945
2.5i Limited	CVT	\$28,095	\$28,945
2.5i Touring	CVT	\$30,095	\$30,945
2.0XT Premium	CVT	\$28,495	\$29,345
2.0XT Touring	CVT	\$33,095	\$33,945

2015 OPTION PACKAGES

Alloy Wheel Package	\$600
All Weather Package	\$500
All Weather Package + EyeSight	\$1,295
All Weather Package+ EyeSight+ Navigation	\$2,395
Navi+ Audio w/Harman Kardon® Amplifier and Speakers	\$1,850
Navi + Audio w/Harman Kardon ®Amplifier and Speakers + EyeSight	\$2,645
EyeSight + Navigation	\$1,895

Destination & Delivery is \$850 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,000 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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