



Media Information

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Subaru Outback Named A Top 10 Family Car For 2010 By Kelley Blue Book'S Kbb.Com

Cherry Hill, N.J., Feb 15, 2010 - Subaru of America, Inc. today announced that the 2010 Outback was named a 2010 Top 10 Family Car by Kelley Blue Book's kbb.com.

Kelley Blue Book, www.kbb.com, is the leading provider of new car and used car information. In the list, the kbb.com editors recommend what they feel are the very best of the best vehicles for families this year, highlighting specific important attributes for each car and detailing why it made the Top 10 for 2010.

"We are proud to have the 2010 Subaru Outback receive this recognition from Kelley Blue Book's editors," said Thomas J. Doll, executive vice president and COO, Subaru of America, Inc. "The newly redesigned Outback has been breaking sales records since it was launched and deserves this recognition as a safe, dependable vehicle for value-minded families."

"The Subaru Outback is a sport wagon with a crossover complex, combining some of the best elements of both. And the all-new 2010 Outback is the longest, widest, most family-friendly yet," said Jack R. Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com. "Combined with 8.7 inches of ground clearance and Symmetrical All-Wheel Drive, this rugged wagon can make it to grandma's house in even the toughest conditions."

For more information about the 2010 Top 10 Family Cars from Kelley Blue Book's kbb.com, visit www.kbb.com/Top10FamilyCars.

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 Web site, www.kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually 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 Web Site Usefulness Study, kbb.com is the most useful automotive information Web site 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 Gold Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of new car prices, used car Blue Book 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.