



Media Information

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Subaru Outback Wins 2010 Ward'S Auto Interior Of The Year Award

Cherry Hill, N.J., Apr 11, 2010 - Subaru of America, Inc. today announced that the 2010 Subaru Outback received the 2010 Ward's Auto Interior of the Year Award for popular-priced car under \$29,999. The 2010 Ward's Auto Interior of the Year Awards list features winners in pricing and vehicle type categories, as well as special award winners for design, versatility and brand expression.

"We are thrilled that the 2010 Outback has been recognized by Ward's Auto in their 2010 Auto Interior of the Year Awards," said David Sullivan, Car Line Manager, Subaru of America, Inc. "During the design process, we spoke with numerous customers about what they wanted in a vehicle and we used their feedback to develop a car that is not only comfortable, but also includes interior features such as an electronic parking brake to open up console space and 60/40 reclining rear seatbacks. Coupled with 29 EPA mpg on our 2.5i CVT model, and over 71 cubic feet of available cargo space, the changes made to the Outback's interior have definitely resonated with consumers as sales have doubled each month over the same period as last year."

A team of eight Ward's editors evaluated 40 vehicles that have either all-new or significantly upgraded interiors this year. The vehicles -- both car and truck -- were divided into segments, with one winner named in each category. In addition, Ward's bestowed special awards for outstanding achievements in key areas. Having both designations allowed judges to rank vehicles against the entire field, regardless of segment and price. Judging criteria included aesthetics and design harmony, comfort, driver information, ergonomics, fit and finish, materials, safety and overall value.

"For years, the focus on safety and functionality has given us drab, uninspired vehicle interiors," said Ward's AutoWorld Editor-in-Chief Drew Winter. "This year's winners show style and original design is becoming as important inside the vehicle as it already is to the sheet metal outside. The new Subaru Outback is an efficiently designed package that delivers more room for passengers, more cargo space and an extra 4 inches of rear-seat legroom, compared with the old Outback," Winter continued.

The awards will be presented during a ceremony held as part of the Ward's Auto Interiors Conference on May 19 at the Ritz Carlton Hotel in Dearborn, MI. Registration details can be found online at www.autointeriors.com.

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.

About Ward's Automotive Group

Ward's Automotive Group is a world-leading provider of auto industry news, data and analysis, having served the industry's information needs for nearly 80 years. *Ward's AutoWorld* is a monthly magazine serving more than 68,000 automotive professionals. The twice-monthly newsletter *Ward's Engine & Vehicle Technology Update* provides analysis of engineering advancements and technical issues. WardsAuto.com is an online subscription service delivering virtually all the industry news, data and analysis compiled by Ward's Automotive Group, the world's leader in automotive industry information. A Southfield, MI - based division of Penton Media, Inc., Ward's Automotive Group also publishes the weekly industry newsletter *Ward's Automotive Reports*, the monthly magazine *Ward's Dealer Business*, and offers a wealth of other automotive information services including reference annuals, online databases, and customized data reports.