

# Media Information



Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Michael McHale  
(856) 816-1231  
[mmchale@subaru.com](mailto:mmchale@subaru.com)

Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

## SUBARU RECEIVES THREE 2015 ALG RESIDUAL VALUE AWARDS

- 15th Annual ALG Awards Honor 2015 Vehicles Predicted to Hold Value
- Legacy, WRX and Outback Top Respective Segments

Cherry Hill, N.J., Nov 16, 2014 - Subaru of America, Inc. announced today that it has received three Residual Value Awards from ALG, the analytics division of TrueCar, Inc. (NASDAQ: TRUE) and the industry benchmark for projecting future vehicle values and depreciation data. The annual ALG Residual Value Awards honor the vehicles and brands that are predicted to retain the highest percentage of their original price after a conventional three-year period.

- Subaru, which is enjoying record sales in 2014, won awards in several segments:
- Subaru Legacy – Best Midsize Car
- Subaru WRX – Best Sports Car
- Subaru Outback – Best Midsize Utility 2 Row

These three ALG Residual Value awards join nine other segment awards which Subaru has received over the years. Outback and Legacy received Residual Value honors in 2011 and 2012, along with the Forester in 2011. Subaru was also recognized by ALG as the Best Mainstream Brand in 2010, 2011 and 2012.

"This is exciting news for Subaru," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "We are pleased to receive awards in the three categories – midsize sedan, sports car and midsize utility – a testament to the inherent value in Subaru products."

"Subaru's redesign for the 2015 Legacy and Outback make these vehicles some of the most refined in their segments," said Larry Dominique, President of ALG. "There is little doubt that they'll continue to elicit the strong brand loyalty that Subaru is known for, while enabling the brand to conquest sales from other entries in their segments." Speaking on the Subaru WRX, Dominique added, "The WRX is an incredible entry that kicks up the excitement significantly from the previous model."

ALG recognizes 26 vehicles with segment awards, along with two brands representing the Mainstream and Premium sectors of the industry. This year's awards are based on 2015 model year vehicles.

Award winners are determined through careful study of the competition in each segment, historical vehicle performance and industry trends. Vehicle quality, production levels relative to demand, and pricing and marketing strategies

represent key factors that impact ALG's residual value forecasts.

#### **About ALG**

Founded in 1964 and headquartered in Santa Barbara, California, with an office in Toronto, Ontario, ALG is an authority on automotive residual value projections in North America. By analyzing nearly 2,500 vehicle trims each year to assess residual value – which is mainly driven by used car inventory, brand strength, macroeconomic conditions, incentive spending and pricing – ALG provides auto industry and financial services clients with resale insights, forecasts and consulting services about the future vehicle marketplace. ALG, owned by TrueCar, Inc., the negotiation-free car buying and selling platform, has been publishing residual values for all cars, trucks and SUVs in the U.S. for 50 years and in Canada since 1981. The 2015 Residual Value Awards, honoring new vehicles projected to best maintain their value, will be announced Nov.

17. For more information, visit [www.alg.com](http://www.alg.com).

#### **About TrueCar**

TrueCar, Inc. (NASDAQ: TRUE) is the negotiation-free car buying and selling platform.

TrueCar enables a negotiation-free car buying experience by giving buyers transparent insight into what others actually paid (price confidence), upfront pricing information (price discovery), and access to a network of trusted TrueCar Certified Dealers who provide guaranteed savings certificates and seamlessly complete the car purchase. The reality is that buying a car is painful and buyers fear they are going to overpay or be surprised with hidden fees. TrueCar's transparent upfront pricing information makes the car buying process simple so there are no surprises and buyers never overpay. TrueCar's mission is to make car buying simple, fair and fun. Its national network of more than 9,000 TrueCar Certified Dealers, including both new car franchise dealers and non-franchise dealers, is committed to providing negotiation-free savings off MSRP and upfront pricing information for all car-buyers, including members of some of the country's largest membership and service organizations such as AARP, American Express, AAA, and USAA. Note: Not all program features are available in all states. Go to [www.truecar.com](http://www.truecar.com) for program details. TrueCar is headquartered in Santa Monica, Calif., with offices in Santa Barbara, Calif., San Francisco, Calif., and Austin, Texas.

#### **About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 600 retailers 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 [media.subaru.com](http://media.subaru.com).