



## Media Information

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### SUBARU LAUNCHES TELEVISION SPOT FOR 2015 XV CROSSTREK

Subaru finds inner 'Fountain of Youth' in new ad

Cherry Hill, N.J., Jan 8, 2015 - Subaru of America, Inc. (SOA) has debuted its new advertising campaign for the 2015 XV Crosstrek with the television spot, "Fountain". The new spot, created by agency of record Carmichael Lynch, focuses on the vehicle's go-anywhere attitude and fun-loving spirit.

#### Fountain

Never underestimate the power of getting away from it all. In this commercial for the Subaru XV Crosstrek, a couple takes the road less traveled and finds rejuvenation along the way. The protagonist couple becomes physically younger as they venture out in the vehicle, illustrating how a drive in a new XV Crosstrek can unleash the hidden child in us all.

The song featured in the television spot is "Beautiful Day" from Joshua Radin's album Wax Wings (2013). Joshua is releasing a new version of "Beautiful Day" in 2015, which features guest vocals by Sheryl Crow.

"Fountain" is available to view on Subaru of America's YouTube channel here:

<http://bit.ly/1lmyBLY>

"The XV Crosstrek advertising campaign demonstrates how this fun-to-drive crossover can go many places," said Alan Bethke, vice president of marketing for Subaru. "The XV Crosstrek offers fuel economy, cargo capacity and all-wheel drive, as well as the latest safety and entertainment technology," Bethke added.

#### 2015 Subaru XV Crosstrek

The versatile XV Crosstrek combines bold five-door design, a highly capable chassis, best-in-class fuel economy and updated multimedia features. Standard Symmetrical All-Wheel Drive, 8.7-inches of ground clearance, 17-inch alloy wheels and ample room make the XV Crosstrek a high-capability crossover.

Now Subaru's third best selling model, the XV Crosstrek closed 2014 with 70,956 sales. The model is one of the most fuel-efficient all-wheel drive crossover utility vehicles in America, delivering 34-mpg EPA-estimated highway fuel economy.

The 2015 XV Crosstrek earned the Top Safety Pick rating from the Insurance Institute for Highway Safety (IIHS), as well as the Top Safety Pick+ rating when equipped with EyeSight® driver assist system.

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**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).