



## Media Information

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### **SUBARU BRAND EARNS TOP HONORS IN KELLEY BLUE BOOK 2015 BEST RESALE VALUE AWARDS**

Subaru Earns Best Resale Value Brand and Three Vehicle Segment Awards for 2015

Cherry Hill, N.J., Jan 22, 2015 - January 23, 2015— Kelley Blue Book, the leading provider of new and used vehicle information, has announced that Subaru has won its prestigious 2015 Best Resale Value Brand Award. In addition, Subaru has an impressive three models that have won 2015 Best Resale Value Awards in their respective categories:

**Compact Car Category:** 2015 Subaru Impreza

**Sporty Compact Car Category:** 2015 Subaru WRX

**Mid-Size Car Category:** 2015 Subaru Legacy

The Best Resale Value Awards recognize 2015 model-year vehicles for their projected retained value through the initial five-year ownership period. Since depreciation (or loss of value) is typically a car-buyer's primary expense during ownership, these awards, like all of KBB.com's new- and used-vehicle information, are designed to help consumers make more informed car-buying decisions.

"We are proud to receive 2015 Best Resale Value Brand recognition, as well as multiple segment honors from Kelley Blue Book's analysts," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "These awards underscore the inherent value in Subaru vehicles, value that stems from our class-leading safety, reliability and durability." Kelley Blue Book's Best Resale Value Awards are in their 13th year and are based on projections from the Kelley Blue Book® Official Residual Value Guide. Kelley Blue Book® Residual Values are established by experienced automotive analysts that review statistical models built upon millions of transactions. Vehicles that earn the highest five-year residual values, expressed as a percentage of their original Manufacturer's Suggested Retail Price (MSRP), are selected for these prestigious awards. Low-volume vehicles and vehicles with an MSRP of more than \$60,000 are excluded from award consideration, except in the plug-in vehicle, luxury and high-performance categories.

For more information about Kelley Blue Book's Best Resale Value Awards, please visit

<http://www.kbb.com/new-cars/best-resale-value-awards/>.

#### **About Kelley Blue Book (www.kbb.com)**

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In

Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

**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).