

Media Information



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

CONTACT: Diane Anton
(856) 488-5093
danton@subaru.com

Dominick Infante
(856) 488-8615
dinfante@subaru.com

SUBARU DEBUTS NEW STARLINK CONNECTIVITY SYSTEM AT THE NEW YORK INTERNATIONAL AUTO SHOW

Cherry Hill, N.J., Mar 31, 2015 - Subaru of America, Inc. today announced that it will display its new Subaru STARLINK system for the first time at the New York International Auto Show.

A prototype of the new technology will be displayed on a 2016 Subaru Forester and at a STARLINK kiosk on the Subaru show stand. STARLINK is the Subaru in-vehicle platform that provides hands-free connectivity, entertainment and safety services to vehicle occupants. STARLINK, coming soon with built-in AT&T 4G LTE capability, will deliver features provided by Sirius XM Connected Vehicle Services including stolen vehicle recovery, automatic collision notification, remote vehicle services such as lock/unlock via a smartphone device and monthly diagnostic reports. STARLINK will be available in select 2016 model year Subaru vehicles starting later this year.

"The Subaru STARLINK technology is the next step in vehicle connectivity for Subaru," said Alan Bethke, vice president of marketing, Subaru of America, Inc. "There is a new emphasis from consumers for improved connectivity in their vehicles. This system allows Subaru to deliver new levels of safety and security services, giving our customers added peace of mind."

The system features a compact and easy to use interface with just two buttons to provide around the clock access to a STARLINK advisor who can provide help in an emergency or call for roadside assistance. STARLINK is also designed to work seamlessly with the in-car head unit to tap into nearly unlimited entertainment apps such as Pandora®, iHeartRadio® and Aha™. It also displays texts and allows the driver to use voice commands for music and navigation system and can deliver live traffic alerts.

Safety is a Subaru hallmark and STARLINK is designed to provide such services as automatic collision notification in the event of an airbag deployment, which puts you in contact with a STARLINK advisor who can direct the appropriate responders. It also allows for assistance in a non-crash emergency simply by pressing the SOS button.

Enhanced roadside assistance is available using the STARLINK's GPS system to pinpoint the exact vehicle location. Subaru STARLINK also allows for a vehicle diagnostic system that automatically checks 14 critical vehicle systems and sends an email alert in the event of an issue. It can also direct the driver to the nearest Subaru service provider and sends a monthly vehicle health report via email.

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.