

# Media Information



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## SUBARU STARLINK™ ADDS STITCHER TO IN-VEHICLE ENTERTAINMENT

Cherry Hill, N.J., May 13, 2015 - Subaru of America, Inc. announced that owners of Subaru models equipped with [SUBARU STARLINK™](#) in-vehicle technology can now enjoy a fully integrated Stitcher experience in their vehicle. Stitcher is the leader in on-demand news, sports, and entertainment audio programming with access to more than 40,000 radio shows, live radio stations and podcasts from sources including CNN, Fox, NPR, CBS, AP, The Wall Street Journal and many more. Stitcher is powered by Deezer, the leading music streaming service with over 16 million users in over 180 countries.

Subaru owners can access Stitcher and control their listening easily and safely via their vehicle's dashboard display, when connected to an iOS or Android based smartphone with the SUBARU STARLINK app installed. The cloud-based system allows for easy integration of Stitcher services and lets listeners create a playlist of their favorite shows, always up to date with the latest episode, and enjoy personalized recommendations based on their listening habits. SUBARU STARLINK is unique in that new partners can be integrated into the app and customers enjoy the benefits immediately, with no software updates required.

SUBARU STARLINK is the company's in-vehicle platform that provides hands-free connectivity, entertainment and safety services to vehicle occupants. STARLINK in-vehicle technology puts news, food, weather, music, podcasts, audio books, and other multimedia content into the vehicle and at the occupant's fingertips.

"We aim to provide the best and most relevant content for our customers and we are excited to add a great partner like Stitcher to SUBARU STARLINK," said Alan Bethke, vice president of marketing, Subaru of America, Inc. "By downloading the free SUBARU STARLINK app, our customers can seamlessly integrate the capability of a smartphone into the vehicle so that hand-held phones may be safely stowed while driving."

"People have been listening to radio in their car for almost a hundred years but in that time little has been done to improve upon the content," said Tyler Goldman, Chief Executive Officer North America, Deezer. "Stitcher is focused on bringing the future of news, entertainment and music to the driving experience and super serving listeners with a personalized lean back experience with car manufacturers like Subaru, which is embracing out-of-the-box thinking."

The SUBARU STARLINK app delivers many entertainment options by pushing content like iHeartRadio®, calendar, news, and other applications automatically. Premium multimedia content includes audiobooks and applications like iHeartRadio® and Stitcher™. These capabilities are available on 2015 Legacy, 2015 Outback, 2015 Impreza, 2015 XV Crosstrek, and 2015 XV Crosstrek Hybrid models. Various SUBARU STARLINK updates including Sirius XM Connected Vehicle Services and AT&T 4G LTE network capability, for improved connectivity, will be featured in select

2016 Subaru models.

#### **About Deezer**

Deezer is the first truly global on-demand audio provider, offering a digital music streaming service in more than 180 countries, with 16 million monthly active users and 6 million paid subscribers worldwide. Deezer is at the forefront of a streaming revolution, allowing fans instant access to the largest music catalogue in the world, with more than 35 million songs and 30,000+ radio channels on any device. Combining the best of man and machine, Deezer's global editorial team searches for the best music around the world and its algorithmic recommendations help fans discover music they will truly love. Deezer is available on your favorite device, including smartphone, tablet, PC, laptop, home sound system, connected car or smart TV.

Launched in 2007, Deezer is a privately held company, headquartered in Paris with offices in San Francisco and around the world. Deezer is also available in the U.S. via Bose and Sonos audio systems. Deezer is currently available as a free download for iPhone, iPad, Android and Windows devices or on the web at <http://www.deezer.com> globally outside the US. In the fall of October 2014 Deezer acquired leading on-demand talk radio service Stitcher. For the latest news, and official Deezer images go to [Deezer.com/company/press](http://Deezer.com/company/press).

#### **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). SUBARU STARLINK is a trademark of Subaru/Fuji Heavy Industries Ltd.