



# Media Information

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

CONTACT: Dominick Infante  
(856) 488-8615  
[dinfante@subaru.com](mailto:dinfante@subaru.com)

Charles Ballard  
(856) 488-8759  
[cballard@subaru.com](mailto:cballard@subaru.com)

## 2016 SUBARU WRX EARNS IIHS 2015 TOP SAFETY PICK + AWARD

- Subaru is the only manufacturer with the IIHS TOP SAFETY PICK for all models for six years running (2010-2015).
- With the addition of the 2016 WRX, Subaru now has six models that have earned the IIHS TOP SAFETY PICK+ including the 2015 Legacy, Outback, Forester, Impreza and XV Crosstrek models when equipped with optional EyeSight® Driver Assist Technology.

Cherry Hill, N.J., Oct 7, 2015 - Subaru of America, Inc. announced today that the 2016 Subaru WRX received the 2015 *TOP SAFETY PICK* award and, when equipped with the optional EyeSight® Driver Assist Technology, the 2015 *TOP SAFETY PICK+* award from the Insurance Institute for Highway Safety (IIHS).

The 2016 WRX achieved the highest possible rating of 'Good' in the Institute's crashworthiness evaluations of front small overlap, front moderate overlap, side impact, roof crush and rear impact. The vehicle also received a 'Superior' rating in the Institute's front crash avoidance testing.

"Safety is a hallmark of the Subaru brand," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc., "and every year we continue to innovate and improve the safety of all our vehicles. This award is a testament to our commitment of providing customers with the highest level of safety standards."

The rally-bred WRX is powered by a 268 hp 2.0-liter turbocharged boxer four-cylinder engine and is priced at \$26,595. New features available on the 2016 WRX include Blind Spot Detection/ Rear Cross Traffic Alert System with Lane Change Assist, as well as EyeSight® with Adaptive Cruise Control, Pre-Collision Braking and Lane Departure Warning. Now standard on all WRX models is the latest STARLINK™ touch-screen multimedia system with support for on-screen Pandora®, Aha™, iHeart® Radio, and Stitcher™ apps from your smartphone. Premium and Limited trims add new 18-inch alloy wheels and front suspension enhancements.

Through September 2015, Subaru has sold 428,702 vehicles, including 25,151 WRX models. This marks the 46<sup>th</sup> consecutive month of sales growth for Subaru. July 2015 was the best sales month for WRX in Subaru's history with 3,716 vehicles sold.

To win 2015 *TOP SAFETY PICK*, a vehicle must have "Good" ratings in all four tests of high-speed front and side crash tests, a rollover test, and evaluations of seat/head restraints for protection against neck injuries in rear impacts. In addition, "Good" or "Acceptable" performance in a small overlap front test introduced in 2012 is also required. The

same level of performance in those tests, along with an "Advanced" or "Superior" rating for front crash prevention, is required for the higher accolade, 2015 *TOP SAFETY PICK+*.

**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 620 dealers 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).