

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

Charles Ballard
(856) 488-8759
cballard@subaru.com

SUBARU EARNS SIX 2016 IIHS TOP SAFETY PICK + AWARDS

- The 2016 Legacy, Outback, Forester, Impreza, WRX and Crosstrek earned the IIHS TOP SAFETY PICK+

Cherry Hill, N.J., Dec 10, 2015 - Subaru of America, Inc. announced today that all 2016 Subaru models, equipped with the optional EyeSight® Driver Assist Technology, met tougher criteria to earn the 2016 *TOP SAFETY PICK* award and the 2016 *TOP SAFETY PICK+* award from the Insurance Institute for Highway Safety (IIHS).

"We asked auto manufacturers to do more this year to qualify for our safety awards, and they delivered," says Adrian Lund, IIHS president. "For the first time, a good rating in the challenging small overlap front crash test is a requirement to win, in addition to an available front crash prevention system."

The 2016 Subaru Legacy, Outback, Forester, Impreza, WRX and Crosstrek are six of only 48 vehicles that took home the IIHS Top Safety Pick+ award by earning the highest possible rating of "Good" in all five crashworthiness evaluations and, when equipped with the optional EyeSight, achieving a "Superior" rating for front crash prevention.

"The rigorous testing by IIHS encourages manufacturers to continue building safer vehicles," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc., "And I am proud of Subaru for consistently scoring their highest possible ratings. These awards represent our commitment to providing the highest level of safety standards to our customers."

As of November 2015, Subaru of America, Inc. has broken its previous annual sales record of 513,693 vehicles set in 2014 and marked the company's eighth year of sales growth and seventh successive sales record.

Sales in 2015 have been driven by the Forester, Outback and Crosstrek carlines. Combined, the three crossover vehicles now retail over 350,000 per year. Subaru sedans; Legacy, Impreza and WRX/STI, have also seen significant year-to-date increases.

To win a 2016 Top Safety Pick, a vehicle must have a "Good" rating in all five 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 as well as a "Basic" rating for front crash prevention. 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, 2016 Top Safety Pick+.

About the Insurance Institute for Highway Safety

The Insurance Institute for Highway Safety is an independent, nonprofit scientific and educational organization dedicated to reducing the losses –deaths, injuries and property damage –from crashes on the nation's roads. For more information, visit iihs.org.

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.