



## Media Information

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### **SUBARU OFFERS A 3-YEAR SUBSCRIPTION TO SIRIUSXM TRAFFIC AND TRAVEL LINK, PLUS 3 YEARS OF FREE MAP UPDATES ON ALL 2016 MODELS EQUIPPED WITH NAVIGATION**

- Free 3-year subscription to SiriusXM Traffic and SiriusXM Travel Link
- Free annual map updates for three years

Cherry Hill, N.J., Dec 14, 2015 - Subaru of America, Inc. announced today that customers purchasing a new 2016 Subaru equipped with navigation will receive a free 3-year subscription to SiriusXM Traffic® and SiriusXM Travel Link® as well as three years of free navigation software updates from HERE.

SiriusXM Traffic provides drivers with real time traffic speed and flow information and detailed accident information to avoid congestion. SiriusXM Travel Link keeps drivers connected from coast to coast by providing detailed information such as weather, fuel prices, sports scores and stocks.

Customers who purchase a new Subaru with factory-equipped satellite radio will continue receiving a 4-month audio subscription to SiriusXM's All Access Package. The package includes Howard Stern; every NFL, MLB®, and NBA game; every NASCAR® race; plus NHL® games and PGA TOUR® coverage.

Subaru partnered with HERE, a leading provider of map data, to supply accurate and reliable maps that download directly to the car's navigation system. Customers will receive annual reminders from the Subaru Map Update Program. After the third year, customers will have the option of purchasing updates.

#### **About SiriusXM**

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 29 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment, and a wide-range of Latin music, sports and talk programming. SiriusXM is available in vehicles from every major car company in the U.S. and on smartphones and other connected devices as well as online at [siriusxm.com](http://siriusxm.com). SiriusXM radios and accessories are available from retailers nationwide and online at SiriusXM. SiriusXM also provides premium traffic, weather, data and information services for subscribers in cars, trucks, and RVs through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™. SiriusXM delivers critical weather, data and information services to aircraft and boats through SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, XMWX Weather, and XMWX Marine™. In addition, SiriusXM Music for Business provides commercial-free music to a variety of businesses. SiriusXM holds a minority interest in SiriusXM

Canada which has more than 2.6 million subscribers. SiriusXM is also a leading provider of connected vehicles services to major automakers, giving customers access to a suite of safety, security, and convenience services including automatic crash notification, stolen vehicle recovery assistance, enhanced roadside assistance and turn-by-turn navigation.

#### **About HERE**

HERE, a Nokia company, is a leader in navigation, mapping and location experiences. The company builds high-definition (HD) maps and combine them with cloud technology to enable rich, real time location experiences in a broad range of connected devices – from smartphones and tablets to wearables and vehicles. To learn more about HERE, including their work in the areas of connected and automated driving, visit <http://360.here.com>.

#### **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).