

# Media Information



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## SUBARU EARNS TOP HONORS IN KELLEY BLUE BOOK 2016 BEST RESALE VALUE AWARDS

- Subaru earns Best Resale Value Brand for second year in a row
- Subaru earns Best Resale Value in four vehicle segments

**Cherry Hill, NJ – December 15, 2015** – Kelley Blue Book, the leading provider of new and used vehicle information, announced today that Subaru won its prestigious Best Resale Value Brand Award for two consecutive years as well as four model awards in their respective categories:

### **2016 Subaru WRX**

Best Resale Value: Sporty Compact Car

Best Resale Value: Top 10

### **2016 Subaru Impreza**

Best Resale Value: Compact Car

### **2016 Subaru Legacy**

Best Resale Value: Mid-Size Car

### **2016 Subaru Forester**

Best Resale Value: Top 10

"Subaru is back on top once again for 2016 as the best mainstream brand for resale value across its entire lineup," said Eric Ibara, director of residual values for Kelley Blue Book.

The Best Resale Value Awards recognize 2016 model-year vehicles for their projected retained value through the initial five-year ownership period. Since depreciation (or loss of value) is typically a car-buyer's primary expense during ownership, these awards, like all of KBB.com's new- and used-vehicle information, are designed to help consumers make more informed car-buying decisions.

"We are proud to receive the 2016 Best Resale Value Brand Award along with multiple segment honors from Kelley Blue Book" said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "These awards highlight our vehicles' inherent value stemming from our class-leading safety, reliability and durability."

Kelley Blue Book's Best Resale Value Awards are in their 14th year and are based on projections from the Kelley Blue Book® Official Residual Value Guide. Kelley Blue Book® Residual Values are established by experienced automotive analysts that review statistical models built upon millions of transactions. Vehicles that earn the highest five-year residual values, expressed as a percentage of their original Manufacturer's Suggested Retail Price (MSRP), are selected for these prestigious awards. Low-volume vehicles and vehicles with an MSRP of more than \$60,000 are excluded from award consideration, except in the plug-in vehicle, luxury and high-performance categories.

For more information about Kelley Blue Book's Best Resale Value Awards, please visit

<http://www.kbb.com/new-cars/best-resale-value-awards/>.

**About Kelley Blue Book** Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2015 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company. For additional information visit ([www.kbb.com](http://www.kbb.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).