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SUBARU BRAND EARNS TOP HONORS IN KELLEY BLUE BOOK'S KBB.COM 2016 BRAND IMAGE AWARDS

Subaru Receives Recognition for Best Overall Brand, Most Trusted Brand and Best Performance Brand

Cherry Hill, N.J., Mar 22, 2016 - Kelley Blue Book, the leading provider of new and used vehicle information, today announced that Subaru of America, Inc. has won in three major categories of the 2016 Brand Image Awards including Best Overall Brand, Most Trusted Brand and Best Performance Brand. This marks the first year Subaru has won Best Overall Brand and second consecutive wins for Most Trusted Brand and Best Performance Brand.

"We are extremely proud to receive these three distinguished 2016 Kelley Blue Book Brand Image Awards," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "This recognition is a testament to our commitment to producing and providing top quality vehicles with safety, reliability and durability in mind."

The Kelley Blue Book Brand Image Awards recognize automakers' impressive achievements in creating and maintaining brand attributes that capture the attention of the new-vehicle buying public and winners are chosen based on new car buyer perception data.

The 2016 Kelley Blue Book Brand Image Awards are based on the Brand Watch™ study from Kelley Blue Book Strategic Insights. In the Best Overall Brand category, Subaru secured the highest scores among 12 Brand Watch factors, including affordability, driving comfort, driving performance, durability/reliability, exterior styling, fuel efficiency, interior layout, prestige/sophistication, reputation, ruggedness, safety and technology. Additionally, the overwhelming popularity from consumers of Subaru's Outback and Forester vehicles helped secure Subaru's success in the top spots.

More than 12,000 Kelley Blue Book's KBB.com new car shoppers have voiced their opinions about what they perceive to be the most outstanding automakers in various categories. Subaru's awards were calculated among non-luxury shoppers.

For more information about the 2016 Kelley Blue Book Brand Image Awards, please visit <http://www.kbb.com/new-cars/brand-image-awards/>.

About Kelley Blue Book (www.kbb.com)

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.

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 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.