

# Media Information



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## SUBARU SWEEPS CROSSOVER SUV SEGMENT FOR 2016 AUTOPACIFIC IDEAL VEHICLE AWARDS

- Outback wins Best-in-Class for Premium Mid-Size Crossover SUV
- Forester wins Best-in-Class Mid-Size Crossover SUV
- Crosstrek wins Best-in-Class Compact Crossover
- Outback and Forester win for second year in a row

Cherry Hill, N.J., Jul 21, 2016 - Subaru of America, Inc. announced today that Subaru Outback, Forester, and Crosstrek won their segments in the Crossover SUV categories for the 2016 AutoPacific Ideal Vehicle Awards. These awards, based on customer responses, recognize vehicles that best meet the expectations of their owners. Both Outback and Forester won their segments for the second year in a row.

The automotive research and consulting firm AutoPacific, Inc. surveyed owners of new model 2015 and 2016 vehicles across all major manufacturers after 90 days of ownership. This national survey of 15 questions received responses from over 65,000 owners. Respondents recommended changes to their car or truck in five key areas including ride and handling, interior storage, safety features, power and acceleration, and technology.

"By asking vehicle owners if they would change various aspects of their vehicle if given the opportunity, we not only identify problem areas and opportunities for improvement, but we also find out which manufacturers are truly hitting the mark with owners," explains George Peterson, president of AutoPacific.

AutoPacific named winners in 24 categories with Outback, Forester and Crosstrek winning their segments and giving Subaru a sweep of Premium Mid-Size, Mid-Size and Small Crossover SUV categories. These customers indicated that Subaru closely targeted the crossover vehicles to match their wants and needs.

"We are extremely proud to receive these three distinguished 2016 AutoPacific Ideal Vehicle Awards because they represent the voice of our customers" said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "This recognition is a testament to our commitment of providing top quality vehicles with safety, reliability, durability, and comfort in mind."

For full results of the 2016 AutoPacific Ideal Vehicle Awards, please visit [www.autopacific.com](http://www.autopacific.com)

### About AutoPacific

AutoPacific is a future-oriented automotive marketing research and product-consulting firm. Every year AutoPacific

publishes a wide variety of syndicated studies on the automotive industry. The firm, founded in 1986, also conducts extensive proprietary research, forecasting, and consulting for auto manufacturers, distributors, marketers and suppliers worldwide. Company headquarters and its state-of-the-art automotive research facility are in Tustin, California, with an affiliate office in the Detroit area. Additional information can be found on AutoPacific's websites: <http://www.autopacific.com/> and <http://vehiclevoice.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 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](http://media.subaru.com).