

Celebrating **SUBARU**



Subaru Believes in Safety

Subaru prides itself on pioneering innovative safety technology in its new models. According to the National Highway Traffic Safety Administration, 37,461 lives were lost on United States roads in 2016.

Subaru's commitment to giving drivers more advantages to stay safe while traveling is just one reason it has become a dominant automaker in the industry.

Read on to learn more about the on-board safety features equipped on popular models like Impreza, Crosstrek, Forester and Outback in 2018.

EYESIGHT

While distracted driving is highly discouraged, it can be helpful to have an extra set of eyes watching out for you. Vehicles with EyeSight are equipped with cameras and sensors to identify upcoming hazards in your path.

In emergency situations, like a car ahead of you coming to a stop, a Subaru can even apply the brakes or slow speed to avoid a traffic collision.

While an EyeSight vehicle won't actually drive itself – it comes very close. Adaptive cruise control allows you to set the distance you want to keep between yourself and drivers ahead of you.

Once this setting is utilized, Eyesight will automatically adjust your speed to maintain the distance you chose. You can also count on the safety feature to aide you in lane keep assist and sway warnings, making sure you remain in your lane and out of harm's way.



STARLINK

This incredible safety and security system, gives you access to emergency services every time you're in your Subaru. Check out a few ways this system can come to the rescue.

- Automatic Collision Notification – Any time an airbag is deployed, a STARLINK Customer Care Advisor will immediately contact you through your vehicle's speakers, and send first responders.

- Stolen Vehicle Recovery – If your Subaru is stolen, an advisor will work with police to locate your missing vehicle. Thanks to on-board GPS, the process can be quick.

- Enhanced Roadside Assistance – Non-emergency issues are also promptly solved by pressing the blue "i" button on the overhead console. Help will be on the way at the touch of a button.

REAR-VEHICLE DETECTION

The front of a Subaru isn't the only location heavy in sensors and cameras. The automaker has your back too.

Blind-Spot Detection and Lane Change Assist are incredibly helpful in switching lanes safely. If a vehicle senses another vehicle nearby while your turn signal is engaged, a flashing indicator on a side mirror will alert you.

2018 Updates to Favorites

Subaru is taking advantage of the 2018 model year to freshen up a few of its best-selling vehicles. While the Impreza and Forester are receiving little to no changes, there are plenty of updates coming to make enthusiasts excited.

When you're searching your local dealership for a brand-new Subaru, here's what you can expect from some of the fan favorites, according to Car and Driver.

LEGACY

The automaker's mid-size car is getting the royal treatment with exceptional additions to the interior. In addition to higher-quality materials than previous models, the Legacy is also receiving a rejuvenated center console and an attractive steering wheel.

Rear-seat passengers will be treated to their own USB port, as well as benefit from the upgraded A/C system. You can expect sound-insulating front-door glass as well.

As for the exterior, the Legacy keeps its popular suspension which gives everyone in the cabin a smooth ride and steering. You will also have the option of steering-responsive headlights as an add-on.

WRX

Subaru's sports car will be treated with noticeable detail changes. You can expect a fold-down, rear-center armrest, a re-imagined instrument cluster, heated-rear mirrors. The premium trim level Limited features the popular steering-responsive headlights.

To make this car even more



powerful, there will be 2018 option to add a performance package.

This includes a power driver's seat, heavy-duty brake pads and Recaro front seats. The options to make this sports car even sportier, are

available in the 2018 model.

CROSSTREK

This crossover vehicle features standard all-wheel drive and plenty of ground clearance, allowing drivers to engage in journeys both on

and off the road.

Choosing the Base or Premium models gives the option of a manual six-speed transmission, where all other versions come stocked with a continuously-variable automatic.

It also comes standard with Bluetooth and a 6.5-inch touchscreen media center. The Crosstrek includes options to include an 8.0-inch touchscreen, adaptive cruise control and automated emergency braking.

The Debut of the Ascent

In the next model year, Subaru will be unveiling its largest vehicle in the company's history.

Taking cues from the somewhat poorly received Tribeca, the automaker has recommitted its focus to durability, versatility, comfort and most importantly, safety.

FAMILY-FRIENDLY

The upcoming Ascent will come in four different trim levels – Base, Premium, Limited and Touring. The Touring is the most impressive, seating up to eight people and including captain's chairs in the front.

There will still be plenty of seating in the less-premium models as all Ascent's will feature third-row seating. Moms and dads can relax as the 2019 Starlink Connected Services package includes safe-teen driver alerts. Notifications include issues regarding speed, curfew and traveling beyond pre-approved boundaries.

The Ascent is expected to be available just in time for family vacations and summer-road trips in 2019.

INCREDIBLE COMFORT

When designing this new vehicle, Subaru did so with comfort in mind. All three rows are equipped with a triple-zone climate control, featuring air vents throughout the



cabin. There won't be a hot seat in the vehicle.

You can take advantage of many different options this summer as the Ascent will offer heated front and second-row seats, ventilated front seats and a heated-steering wheel. The largest vehicle ever offered by Subaru will also satisfy each of your passengers as most models include eight

USB charging ports and cup holders.

It also features an acoustic windshield and front-door glass to deaden the sound from outside. You and your passengers will easily travel in comfort in the coming year.

SAFETY FEATURES

Subaru has always taken safety seriously, and the fea-

tures included in the Ascent prove the automakers commitment. It's built on the Subaru Global Platform that includes high-strength steel and an innovative ring-shape reinforced frame.

If an unfortunate crash does happen, drivers and passengers inside will be surrounded with durability.

All four trim levels will also

include EyeSight assistance, adaptive cruise control, auto-emergency braking and lane departure warnings. Drivers will also have a clear vision of the road thanks to the steering-responsive LED headlights.

Pricing is expected to be available soon, but expect Subaru to be competitive with their newest vehicle.

Which Crossover Is Best?

When searching for the new Subaru to add to your family garage, have you considered a crossover? Do you know what a crossover is? They may look similar to an SUV, but the differences are unseen to the average buyer. It's all in the frame.

The main difference between a crossover vehicle and an SUV starts from the ground up. An SUV typically begins with a truck chassis.

In short, the chassis – or frame — is built first and the body will be fitted later. Crossovers feature the same chassis as a car where the body and frame are one unit.

So, which is safer? According to the United States of Library of Medicine, crossover vehicles are generally lighter, less stiff and less likely to roll over than body-on-frame SUVs. A study by the group in 2014 showed drivers were at an 18-percent lower risk of death than those in a sport-utility vehicle.

Subaru has you covered with two crossovers with “Top Safety Pick” awards from the Insurance Institute of Highway Safety. Determining which one is right for you is a matter of how it will fit into your daily life. Check out what the 2018 models are offering.

2018 OUTBACK

Rolling on the dealer's lot with a five-star side impact rating and four-star rollover score from the National Highway Traffic Safety Administration is the popular Subaru Outback.

The 2018 model is getting an updated exterior design, a smoother suspension system, upgraded multimedia system and steering-responsive LED headlights.

Every trim level features an AWD system which makes traveling in compromised driving conditions safer. Split-folding rear seats make way for 35.5 cubic feet of cargo space.

Features inside include the Starlink system, four-speakers and a rearview camera. Check with your dealer for which trim levels offer which features, as interior options may vary.

It can be equipped with a small 2.5L which will get you 25/32 mpg, or the more powerful 3.6L which will offer better acceleration.

2018 CROSSTREK

The smaller option in Subaru's line of crossover vehicles is the Crosstrek. City drivers tend to prefer this option as it is easier to maneuver around busier streets and congested traffic.

It sits 8.7 inches off the ground and has an AWD system, making light off-roading easily manageable. The Crosstrek cabin will comfortably seat five people, while leaving plenty of space for



cargo with 20.8 dedicated-cubic feet.

Safety features include

blind-spot monitoring, adaptive cruise control and pre-collision braking.

Visit your local Subaru dealership to see these amazing crossover vehicles in person.



Award-Winning Safety

If you're unfamiliar with the Insurance Institute for Highway Safety, it is an organization that rates vehicles on safety. Subaru has two vehicles that have topped the list over their competitors for more than a decade.

The IIHS Highway Loss Data Institute evaluates two different aspects of safety:

Crashworthiness: How well a vehicle protects its occupants in a crash.

Crash avoidance and mitigation: Technology that can prevent a crash or lessen its severity.

According to the organization, vehicles are evaluated as good, acceptable, marginal or poor based on several tests, including: driver- and passenger-side small overlap front, roof strength and head restraints.

The group also scrutinizes a

vehicle's ability to avoid accidents by using technology and headlight function.

Subaru has dominated its competitors in the mid-size-sedan and SUV safety leader.

LEGACY: MIDSIZE SEDAN LEADER

The Subaru Legacy continues its 13-year streak as the longest running midsize sedan with top safety ratings, per the IIHS. The 2018 model features a forward-collision warning that meets the National Highway Traffic Safety Administration's criteria

for effective crash protection.

The new Legacy also features High Beam Assist. This on-board system recognizes oncoming vehicles at night and automatically dims the lights before it becomes a distraction to other drivers.

It is great for taking another responsibility off drivers' shoulders and allowing them to focus on the road.

Buyers may also choose to add the innovative safety-system EyeSight.

FORESTER: SUV LEADER

Behind the Legacy's impressive streak is the Forester,



which owns an impressive 12-year streak the longest running SUV with top safety ratings, per the IIHS. The organization rates it as "Superior" with optional equipment in its front-crash prevention category.

The compact SUV has side airbags, front- and rear-head curtain airbags, and front-seat mounted airbags. The addi-

tion of a rollover sensor will automatically deploy the side-curtain airbag during a rollover accident.

Its LED headlights are also curve adaptive, meaning they will move with the motion of the vehicle, ensuring a clear vision at all times. Check with your dealer to find out which trim levels include the popular high-beam assist system.

Share the Love

Since its inception in 2008, Subaru's Share the Love campaign has donated more than \$94 million to charities across the country. The automaker gives qualified buyers to decide between four national and over 660 million local charities.

This year's event is expected to bring its total number of contributions to more than \$115 million.

Want to know how purchasing a Subaru can help those in need? Simply buy a vehicle during the Share the Love campaign and the company will donate \$250 to one of the millions of charities it supports.

If you're planning to purchase a new car in the coming year, keep an eye out for this campaign so you can do your part.

Take a look at some of the charities who benefited from the Share the Love movement 2017:

AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS

For more than 150 years, the ASPCA has provided life-saving protection and care to animals in need of rescue. The charity rescues those who suffer from abuse and neglect, working to improve animal rights and supporting animal shelters across the nation.

Thanks to donations from companies like Subaru, the organization has had a positive impact on the rescue, transport and adoption of nearly 40,000 animals.

MAKE A WISH

This foundation makes

dreams come true for children with life-threatening conditions. It creates amazing experiences for children and their families to bring positivity and support during challenging times.

The Share the Love campaign is responsible for mak-

ing more than 1,500 wishes come true.

NATIONAL PARK FOUNDATION

Preserving the beauty of national parks in America is crucial for those who inhabit it and those who learn from

them. The NPF prides itself on enriching America's parks and programs, in hopes to inspire generations of national-park enthusiasts.

Share the Love has helped fund programs and projects across more than 100 national parks.

Amanda rescued and adopted Scrappy, a friendly pup in need, from a local shelter supported by the ASPCA, and the two quickly became best friends. Now, it's hard to tell who saved who. Through the ASPCA, Share the Love has had a significant impact on the rescue, transport, and adoption of nearly 40,000 animals across the country.



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YOUR LOCAL CHARITIES

To discover which charities in your neighborhood benefit from Share the Love, simply visit a local dealer. Based on your zip code, your local professionals can easily provide you with options of who your donation can assist.

An Automaker on a Mission

Feb. 15, 2018, marks Subaru's 50th anniversary in the United States.

Besides being known for developing remarkable vehicles, Subaru is highly regarded as a company that does its part to support great causes.

To celebrate its 50th year, Subaru will host several charity events, including a special donation of "50 cars for 50 years."

According to the manufacturer, the Subaru name means "unite" in Japanese, and the logo represents the six stars making up the star constellation, Pleiades.

The company holds true to its name. It has donated more than \$94 million to its national and hometown charity partners since the inception of the Share the Love campaign.

HISTORY IN AMERICA

It was February 15, 1968, when businessmen Malcolm Bricklin and Harvey Lamm began Subaru of America.

A few years prior, Bricklin was successfully importing the Fuji Rabbit and the Subaru 360. After recruiting Lamm, the two began selling Subaru franchises from a small rental unit in Balboa Park, Ca.

In 1989, Subaru vehicles had an established presence in America, and the company teamed with Isuzu to open a factory in Lafayette, In. The decision to produce in the states proved to be a smart one.

The company produced nearly 400,000 Subaru vehi-

cles in 2017.

As validation of the company's commitment to give back, the National Wildlife Federation named Subaru of Indiana Automotive the first automotive assembly plant to be designated a Backyard Wildlife Habitat.

It was also the first auto-manufacturing facility in America to reach zero-landfill status.

50 CARS FOR 50 YEARS

It's no secret that Subaru is passionate about its support of Meals on Wheels. In fact, the auto giant has contributed more than \$12 million to the organization in the last nine years.

With these donations, Meals on Wheels America has provided more than 1.7 million nutritious meals, visits and safety checks to seniors in communities throughout the nation. In 2018, Subaru is planning to pull out all the stops with another generous donation.

At the National Business Conference in Denver, Co., the company announced it will be donating 50 Subaru Outback vehicles to the Meals on Wheels program to assist the charity with its growing demand for fuel-efficient, versatile and safe-delivery automobiles in their drive to assist seniors with the nutrition they need to live nourished lives.

Cheap and Ugly does it



SUBARU 360 / \$1297^{MSRP} up to 66 Miles per gallon

With a face that only a Mother could love, Subaru has done it, proven that America is ready for a Cheap & Ugly Little Car. With a Mini-Price, \$1297. POE*, and Maxi-Mileage — up to 66 MILES PER GALLON.

Subaru now introduces 3 great additions. The Subaru Sport, the Subaru Truck, and the Subaru Van.

the only 5 door Van, (domestic or import) available on the American Market. Check the price and take a good look. Subaru, still Cheap & Ugly & Making more sense than ever.

*Based upon manufacturer's suggested retail price. Federal taxes included. State and local taxes, destination charges, options excluded.



SUBARU VAN / \$1397^{MSRP} SUBARU SPORT / \$1297^{MSRP} PLUS \$69 SPORT PAK SUBARU TRUCK / \$1325^{MSRP}

SUBARU MAKES SENSE

SUBARU OF AMERICA
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 WESTERN DIVISION • 1000 WEST COAST HIGHWAY • NEWPORT BEACH, CALIF. 92660

