

Media Information



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SUBARU EARNS THREE AWARDS IN KELLEY BLUE BOOK 2017 BEST RESALE VALUE AWARDS

- Subaru earns Best Resale Value for Impreza, Legacy and WRX
- All three models win their segments for second consecutive year

Cherry Hill, N.J., Jan 25, 2017 - Kelley Blue Book, the leading provider of new and used vehicle valuation and information, announced today that Subaru won 2017 Best Resale Value for Impreza, Legacy and WRX in their respective categories for the second year in a row. WRX also placed in the Best Resale Value Top 10 for the second consecutive year.

2017 Subaru Impreza

Best Resale Value: Compact Car

2017 Subaru Legacy

Best Resale Value: Mid-Size Car

2017 Subaru WRX

Best Resale Value: Sporty Compact Car

Best Resale Value: Top 10

The Best Resale Value Awards recognize 2017 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 the KBB.com new- and used-vehicle information, are designed to help consumers make more informed car-buying decisions.

"We are pleased to receive the 2017 Best Resale Value Award for Legacy, WRX, and the all-new Impreza from Kelley Blue Book" said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "These awards underscore our commitment to providing customers with vehicles made to the highest standards of safety, reliability and dependability."

Kelley Blue Book's Best Resale Value Awards are in their 15th 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 electric, luxury, sports car, 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 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company. For additional information visit (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 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.