

Media Information



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ALL-NEW 2018 SUBARU CROSSTREK MAKES WORLD DEBUT AT 2017 GENEVA INTERNATIONAL MOTOR SHOW

Geneva, Switzerland, Mar 7, 2017 - Fuji Heavy Industries, LTD. (FHI), the manufacturer of Subaru automobiles, today unveiled the all-new 2018 Subaru Crosstrek at the 2017 Geneva International Motor Show.

The Subaru Crosstrek (named XV in markets outside the United States) is a crossover SUV which combines a compact body, SUV capability based on Subaru's distinctive Symmetrical All-Wheel Drive system and rugged, sporty design, offering versatility in both outdoors and urban areas. The first redesign since its launch in 2012 includes employment of the completely revamped Subaru Global Platform architecture, significantly enhancing the body and chassis rigidity and strength. The Crosstrek also offers world-class collision safety and hazard avoidance performance, as well as far more driver-responsive handling and ride comfort while enhancing the vehicle's unique design and rough road capability. The model is the second strategic offering under the company's Prominence 2020 mid-term management vision which delivers "enjoyment and peace of mind" for customers.

Subaru of America, Inc. will debut the U.S. version at the New York International Auto Show in April.

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.