

# Media Information



Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Dominick Infante  
(856) 488-8615  
[dinfante@subaru.com](mailto:dinfante@subaru.com)

Charles Ballard  
(856) 488-8759  
[cballard@subaru.com](mailto:cballard@subaru.com)

## SUBARU OF AMERICA DEBUTS LIMITED EDITION MODELS TO COMMEMORATE 50TH ANNIVERSARY

- Commemorates 50 years in the United States
- Limited production of each model
- New Heritage Blue exterior color
- Based on high-level trim
- 50th Anniversary badging for exterior and interior
- Unique wheel finishes

CHICAGO, IL, Feb 8, 2018 - Subaru of America, Inc. debuts 50th Anniversary Edition for each vehicle in its 2018 line-up at the Chicago Auto Show. The limited edition models are based on a high-level trim and come in an all-new exclusive color with unique badging and exterior and interior accents.

Production quantities will be limited to 1,050 for Crosstrek, Forester, Impreza, Legacy and Outback, while WRX, STI and BRZ will have a combined total of 1,050.

The Anniversary editions celebrate the company's 50 years in the United States and are immediately recognizable by the exclusive Heritage Blue exterior color; satin chrome exterior trim and badging; and SOA 50th anniversary emblem. They are further distinguished by unique alloy wheels (excludes BRZ). The exterior side mirrors are also finished in satin chrome (excludes BRZ, WRX, and STI). The cabin in each vehicle features black upholstery with contrasting silver stitching; silver seatbelts; and the 50th Anniversary logo embroidered on the front seats and carpeted floor mats. Each of these commemorative models is based on a high-level trim with an extensive list of standard features including EyeSight® Driver Assist Technology (where applicable). All models are on sale now at retailers across the country.

Subaru of America, which has experienced 10 consecutive years of sales growth, was founded on February 15th, 1968, and operated for a short time from Balboa Park, CA, before moving to the Delaware Valley. Currently based in Cherry Hill, NJ, the company has grown substantially and will be moving to its new headquarters in Camden, NJ this spring.

Model	Trim	Production	MSRP*	MSRP* + DD
BRZ	Limited	250	\$29,940	\$30,800

<b>Crosstrek</b>	<b>2.0i Limited</b>	<b>1,050</b>	<b>\$30,040</b>	<b>\$30,955</b>
<b>Forester</b>	<b>2.5i Touring</b>	<b>800</b>	<b>\$33,390</b>	<b>\$34,305</b>
	<b>2.0 XT Touring</b>	<b>250</b>	<b>\$36,390</b>	<b>\$37,305</b>
<b>Impreza</b>	<b>2.0i Limited (4dr)</b>	<b>500</b>	<b>\$28,340</b>	<b>\$29,200</b>
	<b>2.0i Limited (5dr)</b>	<b>550</b>	<b>\$28,840</b>	<b>\$29,700</b>
<b>Legacy</b>	<b>2.5i Limited</b>	<b>800</b>	<b>\$31,490</b>	<b>\$32,350</b>
	<b>3.6R Limited</b>	<b>250</b>	<b>\$33,840</b>	<b>\$34,700</b>
<b>Outback</b>	<b>2.5i Limited</b>	<b>800</b>	<b>\$35,080</b>	<b>\$35,995</b>
	<b>3.6R Limited</b>	<b>250</b>	<b>\$37,280</b>	<b>\$38,195</b>
<b>WRX</b>	<b>Limited</b>	<b>600</b>	<b>\$35,495</b>	<b>\$36,355</b>
<b>WRX STI</b>	<b>Limited</b>	<b>200</b>	<b>\$41,195</b>	<b>\$42,055</b>

\*MSRP excludes Destination and Delivery (D&D) charges. Crosstrek, Forester, Outback D&D is \$915. D&D for BRZ, Impreza, Legacy, WRX and WRX STI is \$860. Retailers in Alaska are charged an additional \$150.

#### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit [media.subaru.com](https://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).