

Media Information



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SUBARU CROSSTREK EARNS KELLEY BLUE BOOK 2018 "5-YEAR COST TO OWN" AWARD

- Recognized for lowest projected ownership costs in its segment
- Wins segment for second consecutive year

Cherry Hill, N.J., Feb 9, 2018 - Subaru of America, Inc. announced today that the 2018 Subaru Crosstrek has won "Best Compact SUV/Crossover" in Kelley Blue Book's annual 5-Year Cost to Own Awards.

Kelley Blue Book, the leading provider of new and used vehicle valuation and information, created the 5-Year Cost to Own Awards to help shoppers make more informed new-car buying decisions by breaking down typical ownership cost details and naming the brands and models with the lowest projected five-year total. This includes out-of-pocket expenses like fuel, insurance and vehicle depreciation. Kelley Blue Book calculates total ownership costs for new vehicles by applying a sophisticated valuation methodology along with critical financial data from third-party providers. This is the second consecutive year that Crosstrek has received this award.

"We are very proud Crosstrek won the 2018 Kelley Blue Book 5-Year Cost to Own Award in its category," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "This recognition underscores our commitment to providing trusted, top-quality vehicles to our customers, both on the day of purchase and for years to come."

The all-new 2018 Crosstrek combines a bold new design with a new and highly capable chassis for versatility in both off-road and city driving with a starting price of \$21,795.

For more information about the 2018 5-Year Cost to Own Award winners, please visit <https://www.kbb.com/new-cars/5-year-cost-to-own-awards/>

About Kelley Blue Book

Founded in 1926, [Kelley Blue Book](https://www.kbb.com), The Trusted Resource®, is the 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](https://www.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 Co., Inc. is a Cox Automotive™ brand.

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. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).