

Media Information



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SUBARU EARNS FOUR HONORS IN 2020 ALG RESIDUAL VALUE AWARDS

- 20th Annual ALG Residual Value Awards recognize 2020 vehicles predicted to hold value
- Four Subaru models win respective segments: Crosstrek, Forester, Impreza and WRX

Camden, N.J., Nov 18, 2019 - Subaru of America, Inc. announced today that four Subaru models in their respective segments have earned Residual Value Awards from ALG, the analytics division of TrueCar Inc. and the industry benchmark for projecting future vehicle values and depreciation data.

- Crosstrek – Best Subcompact Utility
- Forester – Best Compact Utility
- Impreza – Best Compact Car
- WRX – Best Sports Car

“We are thrilled that four of our models earned top spots in their segments for the 2020 ALG Residual Value Awards,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “Subaru strives to consistently offer reliable vehicles that our customers trust to transport their families safely, while retaining their value for years to come.”

The ALG Residual Value Awards recognize vehicles in 27 segments that are projected to hold the highest percentage of their Manufacturer’s Suggested Retail Price (MSRP) after a three-year period. Based on 2020 model year, winners are chosen through a careful analysis of each segment, historical vehicle performance and industry trends, while factoring in quality, production levels relative to demand, pricing and marketing strategies. Earning four awards this year, Subaru has now captured a total of forty-one ALG Residual Value Awards since 2010.

About ALG

Founded in 1964 and headquartered in Santa Monica, California, ALG is an industry authority on automotive residual value projections in both the United States and Canada. By analyzing nearly 2,500 vehicle trims each year to assess residual value, ALG provides auto industry and financial services clients with market industry insights, residual value forecasts, consulting and vehicle portfolio management and risk services. ALG is a wholly-owned subsidiary of TrueCar, Inc., a digital automotive marketplace that provides comprehensive pricing transparency about what other people paid for their cars. ALG has been publishing residual values for all cars, trucks and SUVs in the U.S. for over 55 years and in Canada since 1981.

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](#).