

# Media Information



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## SUBARU EARNS TOP HONORS IN KELLEY BLUE BOOK 2020 BEST RESALE VALUE AWARDS

- Subaru earns fourth award for Best Resale Value: Brand
- Subaru earns Best Resale Value in five vehicle segments

Camden, N.J., Jan 22, 2020 - Kelley Blue Book, the leading provider of new and used vehicle information, announced today that Subaru has been recognized as Best Brand in the 2020 Best Resale Value Awards. This marks the fourth time Subaru has won this prestigious award, capping previous wins in 2011, 2015 and 2016. Further, KBB awarded Subaru five model awards in their respective categories:

### **2020 Subaru Impreza**

Best Resale Value: Compact Car

### **2020 Subaru Legacy**

Best Resale Value: Midsize Car

### **2020 Subaru Crosstrek**

Best Resale Value: Subcompact SUV

### **2020 Subaru Forester**

Best Resale Value: Compact SUV

### **2020 Subaru Outback**

Best Resale Value: Midsize SUV – 2-row

The Best Resale Value Awards recognize 2020 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 KBB.com's new- and used-vehicle information, are designed to help consumers make more informed car-buying decisions.

"We are proud to receive the top honor of Best Brand along with awards in multiple segments from Kelley Blue Book's 2020 Best Resale Value Awards," said Thomas J. Doll, President and CEO of Subaru of America, Inc. "These awards highlight our vehicles' segment-leading value and class-leading safety, reliability and durability."

Kelley Blue Book's Best Resale Value Awards are in their 18th 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 who 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 are excluded from award consideration, except in the electric, luxury and sports car categories.

Each vehicle's projected resale value is specific to the 2020 model year. For more information about Kelley Blue Book's Best Resale Value Awards, please visit <https://www.kbb.com/articles/best-cars/best-resale-value-cars-trucks-suvs/>. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

**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](#).