



Media Information

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SUBARU ANNOUNCES PRICING FOR ALL-NEW 2014 FORESTER

- *Pricing for the popular Subaru Forester starts at \$21,995*
- *All-wheel drive Forester priced below competitive front-wheel drive vehicles*
- *2014 Forester also available with new Subaru Eyesight and STARLINK technology*

Cherry Hill, N.J., Jan 18, 2013 - Subaru of America, Inc. today announced pricing for the all-new 2014 Forester. The 2014 Forester 2.5i model will be available in base, Premium, Limited and top-line Touring versions. Pricing for the Forester begins at \$21,995 for the base model 2.5i with a six-speed manual transmission. The turbocharged Forester 2.0XT will be offered in the Premium and Touring versions, with the Premium trim offered at \$27,995. These prices all reflect MSRP before the \$825 destination charge.

As with all previous Forester models, the 2014 version comes standard with Subaru Symmetrical All-Wheel Drive, a distinction from competitive models that come with front-wheel drive as standard and offer all-wheel drive as an extra-cost option. The 2014 Forester will lead the segment in all-wheel drive fuel economy, with the 2.5i model achieving manufacturer's fuel economy estimates of 24 mpg city / 32 mpg highway / 27 mpg combined. Those figures also compare well with competitors that feature front-wheel drive.

The all-new 2014 Forester is available with Subaru Eyesight driver assistance system and all-new STARLINK cabin technology. High-line 2014 Forester models equipped with the CVT also feature new Hill Descent Control and a new X-Mode control feature, which provides extra control in certain driving conditions. Other new amenities and conveniences include rear vision camera, color multi-function display, power rear gate with automatic close and Keyless Access and Start. The available navigation system features smartphone integration with the driver-friendly Aha® audio application. The top-line Touring models come standard with a navigation system and 440-watt harman/kardon® audio system.

The new Subaru Forester will build on the sales success of the previous generation, which helped the Subaru brand to achieve four consecutive annual sales records. The 2014 Forester is expected to sell in even greater numbers than the outgoing model.

Subaru of America, Inc.		FORESTER				
2014 FORESTER MODELS ⁽¹⁾						
Model Code	Model / Trim	Transmission	Emissions Spec Code ^a	Applicable Options	MSRP including \$825	
					MSRP (1)(2)	Dest & Del ⁽³⁾
EFA	2.5i - PZEV	6MT	U5	01	\$21,995	\$22,820
EFB	2.5i - PZEV	CVT	U5	01	\$22,995	\$23,820
EFE ⁽²⁾	2.5i Premium - PZEV	6MT	U5	02	\$23,495	\$24,320
EFF	2.5i Premium - PZEV	CVT	U5	01, 02, 12	\$24,995	\$25,820
EFI	2.5i Limited - PZEV	CVT	U5	01, 10	\$27,995	\$28,820
EFJ	2.5i Touring - PZEV	CVT	U5	01, 30	\$29,995	\$30,820
EFM	2.0XT Premium	CVT	U4	01	\$27,995	\$28,820
EFN	2.0XT Touring	CVT	U4	01, 30	\$32,995	\$33,820

a) EFE has standard All Weather Package (AWP), which is included in listed prices. EFE-01, without AWP, is not available. EFE does not have a moonroof.

2014 FORESTER OPTION PACKAGES (OP) ⁽¹⁾		
OP Code	Description	MSRP (1)(2)
01	Standard Model	N/A
02	All-Weather Package	\$500
10	Navigation System	\$1,100
12	All-Weather Package + Navigation System	\$1,600
30	Keyless Access & Start + EyeSight System + HID	\$2,400

***EMISSIONS SPECIFICATION CODES**

*U4 = Certified in all 50 states, 3.0L, 6-Cylinder and Turbo models

*U5 = PZEV (Partial Zero Emissions Vehicle)

(1) Prices, specifications, options/features and models subject to change without notice.

(2) Retail prices shown are suggested only and do not include licenses and state or local taxes.

(3) Destination & Delivery of \$825 includes handling & inland freight charges to the dealer's location, and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI, and VT. Destination & Delivery to dealers in Alaska is \$975.

For full pricing visit media.subaru.com.**About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 dealers 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 www.subaru.com. Media can visit www.media.subaru.com