



# Media Information

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

## **SUBARU SELECTS SIRIUS XM CONNECTED VEHICLE SERVICES TO HELP POWER SUBARU STARLINK IN-VEHICLE PLATFORM AND AT&T 4G LTE NETWORK TO DELIVER MOBILE CONNECTIVITY**

Cherry Hill, N.J., Jan 4, 2015 - Subaru of America, Inc. today announced agreements with Sirius XM Connected Vehicle Services Inc., a unit of Sirius XM, and AT&T\* to provide enhancements to its [Subaru STARLINK](#) in-vehicle connectivity system. The enhancements will deliver improved personal safety and security services to vehicle occupants via 4G LTE wireless connectivity.

STARLINK is the Subaru in-vehicle platform that provides hands-free connectivity, entertainment and safety services to vehicle occupants. STARLINK, soon coming with built-in AT&T 4G LTE capability, will deliver features provided by Sirius XM Connected Vehicle Services including stolen vehicle recovery, automatic collision notification, remote vehicle services such as lock/unlock via a smartphone device and monthly vehicle health reports. STARLINK will be available in select 2016 model year Subaru vehicles starting later this year.

"Working with trusted, industry leaders such as Sirius XM and AT&T to enhance the Subaru STARLINK in-vehicle connectivity system is a natural fit for Subaru," said Alan Bethke, vice president of marketing, Subaru of America, Inc. "Sirius XM and AT&T will enable us to provide customers with additional peace of mind through new safety and security services, as well as enhanced connectivity."

"Working with Subaru to provide a comprehensive suite of safety and security features to support Subaru drivers on the road, along with our critically-acclaimed audio entertainment service, strengthens our ongoing relationship with Subaru and its customers and makes the great experience of driving a Subaru even better," said Rodney Pickett, Senior Vice President, Automotive Partnerships, Sirius XM.

The AT&T network has the nation's strongest LTE signal and enables fast access to assistance and GPS location when necessary for accidents, emergencies or stolen vehicle recovery.

"AT&T now has the nation's strongest LTE signal. When you couple that with STARLINK and Sirius XM, we are significantly improving the in-car experience for Subaru drivers," said Chris Penrose, senior vice president, Internet of Things, AT&T Mobility.

*\*AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc.*

### **About Sirius XM Connected Vehicle Services Inc.**

Sirius XM Connected Vehicles Services Inc., a unit of Sirius XM Holdings Inc. (NASDAQ: SIRI), is a leading provider of connected vehicles services to BMW, Honda, Lexus, Nissan, Acura, Infiniti, Hyundai, and Toyota, and gives customers access to a suite of safety, security, and convenience services including automatic crash notification, stolen vehicle

recovery assistance, enhanced roadside assistance and turn-by-turn navigation. Sirius XM Connected Vehicle Services is headquartered in Dallas, TX.

**About AT&T**

AT&T Inc. (NYSE:T) is a premier communications holding company and one of the most honored companies in the world. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and internationally. With a powerful array of network resources that includes the nation's most reliable 4G LTE network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile Internet, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV service with the AT&T U-verse® brand. The company's suite of IP-based business communications services is one of the most advanced in the world.

**About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 600 retailers 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 [media.subaru.com](http://media.subaru.com).