

# Media Information



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

CONTACT: Michael McHale  
(856) 816-1231  
[mmchale@subaru.com](mailto:mmchale@subaru.com)

Diane Anton  
(856) 488-5093  
[danton@subaru.com](mailto:danton@subaru.com)

## SUBARU COLLECTS BEVY OF AWARDS AT CHICAGO AUTO SHOW

Cherry Hill, N.J., Feb 15, 2015 - Bolstering its tremendous seven-year sales growth, Subaru's product line-up is also receiving strong recognition: at the 2015 Chicago Auto Show the company collected no less than four separate awards for its products.

Subaru won the 2015 [Kelley Blue Book](#) 5-Year Cost to Own Award for the Brand category. These awards are based on Kelley Blue Book's 5-Year Cost to Own data for new cars for the initial five-year ownership period.

[Motorweek](#) awarded the all-new 2015 Legacy its Drivers' Choice Award for Best Family Sedan. Each year, MotorWeek editorial staff selects the best models in a variety of lifestyle categories ranging from family sedan to luxury car, to large utilities and pickups. From that group, an overall best of the year is chosen.

[U.S. News and World Report](#) gave Subaru its 2015 Best Wagon for the Money award for the best-selling Outback. To find the award winners, U.S. News combines the average price paid from TrueCar, Inc. and five-year total cost of ownership data from Vincentric, LLC with their rankings data. The U.S. News rankings are based on the opinion of the automotive press about a car's performance, interior features and interior comfort, along with reliability and safety ratings.

[Consumer Guide® Automotive](#) awarded the Subaru BRZ with a "Best Buy Award" in the Sporty/Performance Car category. This is the second consecutive win for the BRZ in the category. Editors of Consumer Guide® Automotive test drive more than 150 new vehicles each year and select the top ones in each class as Best Buys. A vehicle does not become a Best Buy based solely on objective ratings; it also has to distinguish itself as being a good dollar value compared to others in the class.

The awards given to the Legacy model in particular cap a strong launch for the all-new 2015 model which has earned attention from media writers for its much improved interior, entertainment and connectivity, as well as improved ride and handling. Further to its status as an IIHS Top Safety Pick, Legacy was also named "Best Car to Buy 2015" By [The Car Connection](#) and "Best New/Redesigned Car \$25,000-\$30,000" in [Kiplinger's Personal Finance](#) Top Picks for 2015.

In January 2015, Subaru recorded a 24 percent increase over January 2014. These results continue the company's sales momentum from 2014 where Subaru achieved six consecutive years of record sales and exceeded 500,000 annual sales – a first in company history.

All seven 2015 Subaru models have [Insurance Institute for Highway Safety](#) (IIHS) awards – two with Top Safety Pick

and five with Top Safety Pick+ including the Forester, Legacy, Outback, Impreza, and XV Crosstrek, when equipped with optional EyeSight® Driver Assist Technology. In January, Subaru also earned Kelley Blue Book's prestigious 2015 Best Resale Value Brand Award and three vehicle segment awards – Compact Car Category: 2015 Subaru Impreza; Sporty Compact Car Category: 2015 Subaru WRX; and Mid-Size Car Category: 2015 Subaru Legacy.

**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).