

Media Information



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SUBARU EARNS TOP HONOR IN 2016 ALG RESIDUAL VALUE AWARDS; NAMED “BEST OVERALL MAINSTREAM BRAND”

- 16th Annual ALG Awards Honor 2016 Vehicles Predicted to Hold Value
- Subaru Also Wins in Five Segments; WRX, Legacy, Outback, Crosstrek and Forester

Cherry Hill, N.J., Nov 17, 2015 - Subaru of America announced that it has received the “Best Overall Mainstream Brand” Residual Value Award from ALG, the analytics division of TrueCar Inc. (NASDAQ: TRUE) and the industry benchmark for projecting future vehicle values and depreciation data. Subaru earned six total ALG awards, with five models topping their respective segments.

- Subaru WRX – Best Sports Car
- Subaru Legacy – Best Midsize Car
- Subaru Outback – Best Midsize Utility
- Subaru Crosstrek – Best Compact Car
- Subaru Forester – Best Compact Utility

“Offering safe, reliable vehicles that will retain value for our customers will always be a priority for Subaru,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “We are honored to be recognized by ALG as the ‘Best Overall Mainstream Brand’ and to earn accolades for our vehicles across numerous market segments.”

“Mainstream consumers have discovered what some have known for years: when it comes to low depreciation, high value performance, road gripping All Wheel Drive and high residual values, Subaru is the brand of choice,” said Eric Lyman, vice president of industry insights for ALG. “Today Subaru vehicles feature improved styling, increased space and technology as well as enhanced reliability and safety. High demand for the brand helps sustain record-low inventory and incentive levels within the mainstream sector, which has resulted in unsurpassed leadership in residual value forecasts.” Speaking on the Subaru Legacy, Lyman added, “Hallmark features such as EyeSight and standard All-Wheel-Drive resonate with the demands of consumers in the ultra-competitive Midsize segment and deliver a strong value story that keeps the Subaru Legacy leading the pack with the highest residual values.”

The Annual ALG Residual Value Awards honor the vehicles and brands that are expected to retain the highest

percentage of their original price after a conventional three-year period. Six award wins this year make it eighteen ALG Residual Value awards won since 2010, with Subaru also recognized as the Best Mainstream Brand in 2010, 2011 and 2012.

Based on 2016 model year vehicles, ALG recognized 26 vehicles with segment awards, alongside two brands representing the Mainstream and Premium sectors of the industry. 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.

About ALG

Founded in 1964 and headquartered in Santa Monica, California, with an office in Toronto, Ontario, ALG is an authority on automotive residual value projections in North America. By analyzing nearly 2,500 vehicle trims each year to assess residual value – which is mainly driven by used car inventory, brand strength, macroeconomic conditions, incentive spending and pricing – ALG provides auto industry and financial services clients with resale insights, forecasts and consulting services about the future vehicle marketplace. ALG, owned by TrueCar, Inc., the negotiation-free car buying and selling platform, has been publishing residual values for all cars, trucks and SUVs in the U.S. for over 50 years and in Canada since 1981.

About TrueCar

[TrueCar](#), Inc. (NASDAQ: TRUE), the modern car-buying service, gives consumers transparent insight into what others paid and access to guaranteed savings off MSRP from TrueCar Certified Dealers. TrueCar's network of more than 10,000 trusted Certified Dealers is committed to providing upfront pricing information and a hassle-free buying experience, accessible through www.truecar.com and via the mobile app, for iOS and Android devices. TrueCar also powers car-buying programs for some of the largest U.S. membership and service organizations, including AARP, American Express, AAA, Sam's Club and USAA. Not all program features are available in all states. TrueCar is headquartered in Santa Monica, California, with offices in San Francisco and Austin, Texas. For more information, go to www.truecar.com. Follow us on [Facebook](#) or [Twitter](#).

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 620 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.