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FOR IMMEDIATE RELEASE

SUBARU REVS UP 2017 CROSSTREK LINE WITH NEW SPECIAL EDITION

- New Special Edition Offered Exclusively in Pure Red or Crystal Black Silica**
- Available Blind Spot Detection with Lane Change Assist and Rear Cross Traffic Alert**
- IIHS Top Safety Pick+ with EyeSight®**
- Up to 33 MPG Fuel Economy**

CHERRY HILL, N.J. – Subaru of America, Inc. turns up the value and style of its popular Crosstrek compact SUV for 2017. A new Premium Special Edition offers exclusive exterior style and interior appointments along with additional safety technology and amenities. The Crosstrek has risen rapidly to become the brand's third best-selling model behind Forester and Outback.

The versatile, fun-to-drive Crosstrek combines bold 5-door design, a highly capable chassis, excellent fuel economy and in-demand multimedia technology. All Crosstrek models are powered by a 148-hp 2.0-liter SUBARU BOXER® engine, paired with a 5-speed manual transmission or the available Lineartronic® CVT (continuously variable transmission). Subaru Symmetrical All-Wheel Drive comes standard, 8.7-in. of ground clearance, 17-inch alloy wheels and ample room for passengers and cargo, makes the Crosstrek a high-capability crossover. The Crosstrek is one of the most fuel-efficient all-wheel-drive crossover utility vehicles in America, delivering 33-mpg EPA-estimated highway fuel economy.

Special Style and Value

Subaru offers the 2017 Crosstrek in three models: 2.0i, 2.0i Premium and 2.0i Limited. For 2017, a new Premium Special Edition provides an additional choice following the success of the 2016 “Pure Red” Special Edition. The 2017 Special Edition, available exclusively with Pure Red or Crystal Black Silica exterior, gets an even sportier look and attitude with a body-color rear spoiler, 17-inch alloy wheels, black exterior badging and body-color mirrors with integral turn signals. Standard Blind Spot Detection with Lane Change Assist and Rear Cross Traffic Alert enhances convenience and safety.

The 2017 Crosstrek 2.0i Premium Special Edition includes many additional amenities including a power moonroof, Keyless Access with Push-Button Start and PIN Code Access and an upgraded instrument cluster with color LCD display. Standard SiriusXM® All Access Radio (with a 4-month free subscription) augments the SUBARU STARLINK™ 6.2” Multimedia system.

Distinctive interior trim for the Special Edition includes aluminum-alloy pedal covers and exclusive red and gloss black appointments. The cloth upholstery, leather-wrapped steering wheel, shift handle and leather shift boot and door armrests and trim all feature red stitching. The red theme repeats for the illuminated front footwells and front console storage tray lighting, along with red climate control dial rings.

Award-Winning EyeSight Driver Assist Technology

When equipped with the brand’s award-winning EyeSight® Driver Assist Technology, the Crosstrek earned the Top Safety Pick+ rating and a “Superior” rating for frontal crash prevention from the Insurance Institute for Highway Safety (IIHS). EyeSight includes Adaptive Cruise Control, Pre-Collision Braking, and Vehicle Lane Departure and Sway Warning and is available for the Crosstrek 2.0i Premium and 2.0i Limited models.

Models equipped with EyeSight also feature Steering-Responsive Fog Lights. This feature, which works when the fog lights are turned off, activates the left or right fog light independently, depending on vehicle speed and steering angle, to provide enhanced illumination in the direction of the turn. The fog lights are pre-aimed for maximum coverage in corners.

Both the Crosstrek 2.0i Premium and 2.0i Limited offer the Blind Spot Detection with Lane Change Assist and Rear Cross Traffic Alert system. That system is standard on the 2.0i Limited, which also exclusively offers SUBARU STARLINK™ Connected Services.

SUBARU STARLINK MULTIMEDIA

The STARLINK Multimedia systems integrate STARLINK Cloud Applications, including Calendar, Stitcher™, Music Player, News and Weather and iHeart® Radio. The standard STARLINK 6.2" Multimedia system in the Crosstrek 2.0i and 2.0i Premium models provides a multitude of music and information sources through a 6.2-in. multi-function touch screen display with single-touch gesture control. The display also functions for the standard Rear-Vision Camera.

STARLINK 6.2" integrates AM/FM stereo and HD Radio®; Radio Data Broadcast System; single-disc in-dash CD player; Subaru STARLINK smartphone integration with Aha™ Infotainment, Pandora® and STARLINK Cloud Applications; Bluetooth® hands-free phone, text messaging, and audio streaming connectivity; iPod® control capability; a USB port and aux. input jack; and four speakers (six speakers on Premium).

The STARLINK 7.0" system, standard for the 2.0i Limited model, works through 7-inch touch screen display with multi-touch control that offers swipe and scrolling gesture control. This system offers 6-speaker audio and all of the features of the base system plus voice-activated controls; SiriusXM® All Access Radio and Travel Link® (4-month free subscription); a vehicle information display, and dual USB ports. The optional STARLINK 7.0" Multimedia Navigation system for the Crosstrek Limited can be controlled with voice commands. The system includes three years of complimentary map updates as well as a 3-year subscription to SiriusXM Traffic®, SiriusXM Travel Link®, and SiriusXM® All Access Radio.

The SUBARU STARLINK Connected Services offers the Safety Plus package that includes SOS Emergency Assistance, Enhanced Roadside Assistance, Automatic Collision Notification, Maintenance Notifications, Monthly Vehicle Health Report and Diagnostic Alerts. For even greater peace of mind, the Safety Plus & Security Plus Package adds Stolen Vehicle Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Vehicle Locator.

Built for Everyday Driving and Rugged Action

The Crosstrek looks the part of a rugged crossover and backs up its appearance with proven Subaru capability. Black side and wheel-arch cladding, rocker spoiler and roof rails provide a rugged contrast to the body color. The raised ride height, body-color roof spoiler and unique-design 17-inch wheels bolster the Subaru Crosstrek model's go-anywhere stance and attitude. With raised four-wheel independent suspension, the Crosstrek model's 8.7 inches of ground

clearance is higher than many other crossovers and even some dedicated SUVs, yet the Crosstrek offers a comfortably low step-in height. High-strength suspension components enhance agility, and hydraulic engine mounts (with CVT) help to damp out vibration. The double-wishbone rear suspension features pillow ball bushings for an optimal blend of ride comfort, straight-line stability, handling agility and vehicle response. Dark-tint privacy glass is standard.

The 2.0-liter 4-cylinder Boxer engine's long-stroke configuration enhances torque across the engine speed range. A dual overhead camshaft (DOHC) configuration features Dual Active Valve Control System (DAVCS) variable valve control for intake and exhaust valves that also optimizes torque delivery. The engine produces 148 hp at 6,200 rpm and 145 lb-ft of peak torque at 4,200 rpm. Electric power steering reduces draw on engine power and features a quick steering ratio for 2.8 turns lock to lock.

The Crosstrek 2.0i base model comes as a 5-speed manual only. The Premium offers a choice between the 5-speed manual and the Lineartronic[®] CVT, with the latter standard for the Limited. All models feature Incline Start Assist feature, which can briefly hold the vehicle while the driver pulls away from a stop on a hill.

The Lineartronic CVT continuously and smoothly adapts to performance demand, helping to keep the engine in its most efficient operating range. A 6-speed manual mode with steering wheel paddle shift control switches allows the driver to control the transmission via six pre-set ratios.

The transmission also allows "second gear" starts in order to limit the likelihood of wheel spin on slippery surfaces. With either transmission, a standard ECO gauge helps the driver to operate the vehicle as economically as possible.

Practicality Meets Comfort

A 103.7-inch wheelbase yields impressive interior roominess in the Subaru Crosstrek, including 35.4 inches of rear-seat legroom. With the standard 60/40 split rear seatbacks folded, this versatile five-door SUV provides a flat load floor and up to 51.9 cubic feet of carrying space. Three golf bags or a large baby stroller can be easily loaded. The Premium equips the cargo area with a retractable and removable shade-type cover, along with a removable waterproof cargo tray. Subaru retailers offer a number of accessories for the standard roof rails for carrying items such as bicycles and kayaks.

The sporty instrument panel and 3-spoke steering wheel are augmented in all Crosstrek models

by a multi-function display with a trip computer located in the center of the dashboard. Soft-touch materials for the dashboard, door trim and center console armrest provide a high-quality feel. Front seats are optimized for a rear-end collision and feature tilt-adjustable head restraints for comfort. Large door pockets can hold plastic drink bottles and maps, and numerous compartments located in and around the center console hold items such as phones, USB drives and MP3 players.

Subaru Value in Three Models

The 2017 Crosstrek upholds the Subaru tradition of outstanding value, with the 2.0i base model including as standard a tilt/telescoping steering wheel with audio and Bluetooth control switches; power windows, door locks and side mirrors; multi-function display with fuel economy information; security system with engine immobilizer; illuminated front console storage tray; outside temperature gauge; carpeted floor mats and 17-inch alloy wheels.

The Premium adds a number of additional features, notably the All-Weather Package (heated front seats, heated exterior mirrors and windshield wiper de-icer), body-color exterior mirrors, cargo area enhancements and upgraded interior trim. In addition, the Premium upgrades to a 6-speaker sound system, body-color exterior mirrors, retractable cargo cover, cargo tray, leather-wrapped steering wheel and shifter handle and more.

In addition to the standard Lineartronic CVT, the Subaru Crosstrek Limited adds leather-trimmed upholstery, automatic climate control, auto on/off headlights and a rear seat armrest with dual cup holders. The Limited exclusively features an insulation-glass windshield for a quieter ride, an upgraded instrument cluster with LCD color display and exterior mirrors that feature integrated turn signals. Standard Welcome Lighting automatically activates cabin illumination and exterior lights as the driver approaches or departs the vehicle.

Subaru Symmetrical All-Wheel Drive is Standard

The Crosstrek offers two versions of Subaru Symmetrical All-Wheel Drive. With the 5-speed manual transmission, the AWD system uses a viscous-coupling locking center differential to distribute torque 50:50 front to rear. Slippage at either set of wheels will send more torque to the opposite set.

Models equipped with the Lineartronic CVT feature Active AWD. An electronically managed

continuously variable transfer clutch actively manages torque distribution based on acceleration, deceleration and available traction. Active AWD automatically powers all four wheels and can transfer more torque to the wheels with the best grip should slippage occur.

Vehicle Dynamics Control (VDC) combines stability and traction control functions and integrates a rollover sensor. A VDC “Off” switch is useful for driving out of slushy roads, deep snow or gravel. The “Off” position deactivates the system’s torque-reduction control, while the ABS and traction control remain active. The traction control works to augment Symmetrical All-Wheel Drive functionality as a second line of defense against wheel slip.

Subaru Safety

The Crosstrek is built on the Subaru ring-shaped reinforcement frame design. The roof is strong enough to bear at least four times the vehicle’s own weight. Front-end structural details help to bolster safety for pedestrians.

Inside, the Crosstrek fills out its safety roster with a driver’s knee airbag, standard front side pelvis/torso airbags and side curtain airbags that offer front and rear outboard seat coverage. Dual-stage deployment front air bags use sensors to determine front airbag deployment strength for optimal occupant protection. The passenger-seat front airbag features a shell-type design with a center groove, thus exposing the passenger to less impact force upon deployment.

In emergency braking, Brake Assist immediately applies pressure up to the ABS limit to help increase braking effectiveness. The Brake Override system ensures that the engine power will be cut when the brake pedal and accelerator are pressed simultaneously.

Subaru of America, Inc. offers a full line of all-wheel drive sedans, crossovers and SUVs, along with the rear-wheel drive BRZ sports car.

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.

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