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## FOR IMMEDIATE RELEASE

### SUBARU OF AMERICA DEBUTS LIMITED EDITION MODELS TO COMMEMORATE 50<sup>TH</sup> ANNIVERSARY

- Commemorates 50 years in the United States
- Limited production of each model
- New Heritage Blue exterior color
- Based on high-level trim
- 50<sup>th</sup> Anniversary badging for exterior and interior
- Unique wheel finishes

**CHICAGO, IL – February 8, 2018** - Subaru of America, Inc. debuts 50<sup>th</sup> Anniversary Edition for each vehicle in its 2018 line-up at the Chicago Auto Show. The limited edition models are based on a high-level trim and come in an all-new exclusive color with unique badging and exterior and interior accents.

Production quantities will be limited to 1,050 for Crosstrek, Forester, Impreza, Legacy and Outback, while WRX, STI and BRZ will have a combined total of 1,050.

The Anniversary editions celebrate the company's 50 years in the United States and are immediately recognizable by the exclusive Heritage Blue exterior color; satin chrome exterior

trim and badging; and SOA 50<sup>th</sup> anniversary emblem. They are further distinguished by unique alloy wheels (excludes BRZ). The exterior side mirrors are also finished in satin chrome (excludes BRZ, WRX, and STI). The cabin in each vehicle features black upholstery with contrasting silver stitching; silver seatbelts; and the 50<sup>th</sup> Anniversary logo embroidered on the front seats and carpeted floor mats. Each of these commemorative models is based on a high-level trim with an extensive list of standard features including EyeSight® Driver Assist Technology (where applicable). All models are on sale now at retailers across the country.

Subaru of America, which has experienced 10 consecutive years of sales growth, was founded on February 15<sup>th</sup>, 1968, and operated for a short time from Balboa Park, CA, before moving to the Delaware Valley. Currently based in Cherry Hill, NJ, the company has grown substantially and will be moving to its new headquarters in Camden, NJ this spring.

<b>Model</b>	<b>Trim</b>	<b>Production</b>	<b>MSRP*</b>	<b>MSRP* + DD</b>
<b>BRZ</b>	<b>Limited</b>	<b>250</b>	<b>\$29,940</b>	<b>\$30,800</b>
<b>Crosstrek</b>	<b>2.0i Limited</b>	<b>1,050</b>	<b>\$30,040</b>	<b>\$30,955</b>
<b>Forester</b>	<b>2.5i Touring</b>	<b>800</b>	<b>\$33,390</b>	<b>\$34,305</b>
	<b>2.0XT Touring</b>	<b>250</b>	<b>\$36,390</b>	<b>\$37,305</b>
<b>Impreza</b>	<b>2.0i Limited (4dr)</b>	<b>500</b>	<b>\$28,340</b>	<b>\$29,200</b>
	<b>2.0i Limited (5dr)</b>	<b>550</b>	<b>\$28,840</b>	<b>\$29,700</b>
<b>Legacy</b>	<b>2.5i Limited</b>	<b>800</b>	<b>\$31,490</b>	<b>\$32,350</b>
	<b>3.6R Limited</b>	<b>250</b>	<b>\$33,840</b>	<b>\$34,700</b>
<b>Outback</b>	<b>2.5i Limited</b>	<b>800</b>	<b>\$35,080</b>	<b>\$35,995</b>
	<b>3.6R Limited</b>	<b>250</b>	<b>\$37,280</b>	<b>\$38,195</b>
<b>WRX</b>	<b>Limited</b>	<b>600</b>	<b>\$35,495</b>	<b>\$36,355</b>
<b>WRX STI</b>	<b>Limited</b>	<b>200</b>	<b>\$41,195</b>	<b>\$42,055</b>

\*MSRP excludes Destination and Delivery (D&D) charges. Crosstrek, Forester, Outback D&D is \$915. D&D for BRZ, Impreza, Legacy, WRX and WRX STI is \$860. Retailers in Alaska are charged an additional \$150.

### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

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