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FOR IMMEDIATE RELEASE

2019 SUBARU ASCENT NAMED TO AUTOTRADER *BEST NEW CARS FOR 2019*

- Recognized for comfort, quality, features and value
- Symmetrical All-Wheel Drive standard
- Award-winning EyeSight Driver Assist Technology standard
- SUBARU STARLINK Multimedia system standard
- Built on Subaru Global Platform
- Starting price of \$31,995

Camden, N.J. – April 11, 2019 – Subaru of America, Inc. announced today that the 2019 Ascent earned a spot on Autotrader’s list of [Best New Cars for 2019](#) for meeting the needs of the modern family with emphasis on comfort, build and ride quality, features and value.

Autotrader based the winners on a wide-ranging set of criteria, including interior comfort and materials, build quality, available features and ride quality. Each vehicle was agreed upon unanimously by the entire editorial and data team at Autotrader. To be considered, a vehicle must be of the current or next model-year and available for purchase at the time of the awards announcement. With a price cap at \$75,000, the cars and trucks on Autotrader’s list offer a

significant value for the asking price. Not only was value a top priority, vehicles were also judged on available technology and a rewarding or dynamic driving experience.

The all-new Ascent is the largest Subaru ever built and is the mobile headquarters for the entire family. With ample passenger and cargo volume, the Ascent provides room for every passenger and their gear.

The 3-row Ascent is equipped with standard Subaru Symmetrical All-Wheel Drive and Active Torque Vectoring and is powered by an all-new turbocharged 2.4-liter BOXER engine that achieves outstanding performance and offers exemplary fuel economy with more than a 500-mile range on a single tank. All trim levels are paired with a high-torque Lineartronic CVT as well as X-Mode® with Hill Descent Control. This powertrain delivers up to 5,000-lb. towing capacity, the most of any Subaru in history. The Ascent has a starting price of \$31,995.

The Ascent is built on the new Subaru Global Platform which integrates new framework with optimized cross sections and highly stiffened joints between structures to significantly enhance straight-line stability, agility, and ride comfort while suppressing noise, vibration and harshness to a degree not seen before in the mid-size SUV class. The Ascent provides a refined, quiet ride thanks to comprehensive soundproofing measures, including an acoustic windshield and front door glass.

With safety as a top priority, all 2019 Ascent trim levels come standard with EyeSight Driver Assist Technology that includes Automatic Pre-Collision Braking, Adaptive Cruise Control, Lane Departure and Sway Warning. The family-focused SUV was named a 2019 Insurance Institute for Highway Safety (IIHS) TOP SAFETY PICK+ (when equipped with available Steering Responsive Headlights) and achieved the highest possible rating of “Superior” for front crash prevention from IIHS (with standard EyeSight.).

The Ascent offers high-resolution touchscreen multimedia systems with smartphone integration featuring Apple CarPlay™ and Android™ Auto and Bluetooth® hands-free phone connectivity and audio streaming as standard equipment. Available in-car Wi-Fi connectivity provides smooth internet access via high-speed LTE™ communications, broadening the range of entertainment options available to passengers using smart devices.

“We are extremely proud of the all-new Ascent,” said Thomas J. Doll, President and Chief Executive Officer, Subaru of America, Inc. “Our goal was to create a family vehicle made to

Subaru's highest standards of safety, comfort and value. Earning a spot on Autotrader's list of Best New Cars for 2019 is an honor."

To learn more about the Best New Cars for 2019 from Autotrader, including photos, detailed vehicle information and available inventory, visit www.autotrader.com/best-cars/12-best-new-cars-2019-281474979921036.

About Autotrader

Autotrader is the most recognized third-party car listings brand, with the most engaged audience of in-market car shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered car shopper looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing and retailing solutions allow consumers to build their deal online, and guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience. Autotrader is a Cox Automotive™ brand. Cox Automotive is a subsidiary of Cox Enterprises. For more information, please visit <http://press.autotrader.com>.

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About Subaru of America, Inc.

[Subaru of America, Inc.](http://www.subaru.com) (SOA) is a wholly owned subsidiary of [Subaru Corporation](http://www.subaru.com) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes

Subaru vehicles, parts and accessories through a network of more than 630 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.

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