Aaron Cole
Product Communications Manager
856.488.3697
acole1@subaru.com

Miranda Jimenez
Product Communications Specialist
856.438.2820
mjimen@subaru.com

Karley Dowdy
Product Communications Specialist
856.488.8527
kdowdy@subaru.com

IIHS STUDY REVEALS SUBARU OWNERS OVERWHELMINGLY USE DRIVERFOCUS® DRIVER MONITORING SYSTEM, SAY IT MAKES THEM SAFER DRIVERS

- Nearly 9 out of 10 drivers who have the feature use it most or all the time while driving
- 70% of owners with the feature say they want to have the system in their next car
- Nearly two-thirds of drivers say DriverFocus® Driver Monitoring System makes them safer drivers and avoids crashes

AUGUST 26, 2025, Camden, N.J., – Subaru of America announced today an overwhelming majority of respondents to an Insurance Institute for Highway Safety survey on DriverFocus® Driver Monitoring System told the safety agency they use the system while driving and believe it makes them safer drivers. Almost 90% of the nearly 3,500 owners surveyed by the IIHS reported using the system most or all the time, and 70% indicated that they'd like the feature on their next vehicle.

Jeff Walters, President and COO of Subaru of America, Inc.: "Safety is at the heart of every Subaru, and we're proud to offer technologies to move us forward in that mission. Subaru continues to raise the bar by bringing to market models recognized as some of the safest SUVs, EVs, and hybrids on the road, thanks to active safety features such as DriverFocus® and EyeSight®."

Subaru developed DriverFocus® Driver Monitoring System as one of the first technologies of its kind. It was developed for both new and experienced drivers to work in conjunction with Subaru EyeSight® to avoid distracted or drowsy driving. If the system detects a driver's attention has strayed from the road for too long, DriverFocus® can deliver visual and auditory alerts to bring attention back to the road. Using a driver-facing camera and infrared sensors, DriverFocus®

monitors drivers' eyes to ensure they're looking at the road ahead. If the system detects that the driver may be drowsy, it may lower the audio volume to ensure the warnings are more clearly heard.

The IIHS reported that driver drowsiness or distraction was a contributing factor in almost 4,000 fatal crashes in 2023 alone, which may be "almost certainly" an underreported figure.

"Such a high level of acceptance for a system designed to keep drivers' attention on the road is a bit surprising and very encouraging," said IIHS President David Harkey. "Distraction and drowsiness are factors in thousands of crash deaths every year."

Nearly two-thirds of survey respondents agreed DriverFocus® makes them a safer driver, and 63% said it helps them avoid distractions such as using their navigation system or adjusting the radio or climate controls.

"We do a lot of things behind the wheel almost unconsciously, without thinking that they're unsafe," said IIHS Research Scientist Aimee Cox, the lead author of the study. "But those seemingly benign actions can pull our attention away from the road and increase the risk of crashing."

First introduced for the 2019 model year, DriverFocus® has been equipped in thousands of new Subaru models and is currently available on Outback, Forester, WRX, Legacy, Crosstrek, Ascent, and Solterra. More than 715,000 Subaru vehicles have been sold with DriverFocus® equipped since its introduction.

In addition to active safety measures, DriverFocus® can recognize different drivers and adjust convenience features such as climate control settings, seat and exterior mirror positions, and vehicle settings.

About Subaru of America, Inc.

Subaru of America, Inc. (SOA) is an indirect wholly owned subsidiary of Subaru Corporation of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including Subaru of Indiana Automotive, Inc., the only U.S. automobile manufacturing plant 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 and the SOA Foundation have donated more than $340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place.

For additional information, visit media.subaru.com. Follow us on Facebook, Instagram, LinkedIn, TikTok, and YouTube.

The Insurance Institute for Highway Safety

The Insurance Institute for Highway Safety (IIHS) is an independent, nonprofit scientific and educational organization dedicated to reducing deaths, injuries and property damage from motor vehicle crashes through research and evaluation and through education of consumers, policymakers and safety professionals. IIHS is wholly supported by auto insurers. For more information from IIHS, go to iihs.org

###