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FOR IMMEDIATE RELEASE

## **SUBARU EARNS THREE 2022 KELLEY BLUE BOOK BEST RESALE VALUE AWARDS**

*Subaru Crosstrek, Forester, and Outback receive their third consecutive win in the category*

**Camden, NJ – March 1, 2022** – Subaru of America, Inc. today announced it has been awarded the [2022 Kelley Blue Book Best Resale Value Award](#) for the 2022 Subaru Crosstrek, Forester, and Outback carlines.

As a recipient of the Best Resale Value Award, the 2022 Subaru Crosstrek, Forester, and Outback have been recognized as having the best resale value. This year's Kelley Blue Book Best Resale Value Awards marks the third consecutive year each of these SUVs has received the award.

“Equipping Subaru owners with vehicles that maintain their value over time is crucial in sustaining brand loyalty,” said Thomas J. Doll, President and CEO, Subaru of America, Inc. “We are honored that Kelley Blue Book once again recognizes a significant aspect among Subaru vehicles as we continue operating with a customer-centric approach and being More Than a Car Company.”

Now in its 20<sup>th</sup> year, Kelley Blue Book's Best Resale Value Awards are based on projections from the *Kelley Blue Book® Official Residual Value Guide*. Kelley Blue Book® Residual Values are established by experienced automotive analysts that review the output from statistical models built upon millions of transactions. Vehicles that earn the highest five-year residual values, expressed as a percentage of their original Manufacturer's Suggested Retail Price (MSRP), are selected for these prestigious awards. Low-volume vehicles are excluded from award consideration, except in the electric, luxury and sports car categories.

Residual values reflect projected future auction values for vehicles in average condition with 75,000 miles at the end of a five-year lease or ownership period. Kelley Blue Book's residual values are

used by manufacturers, banks, financial institutions and the automotive leasing industry. For more information about Kelley Blue Book's Best Resale Value Awards, visit <https://www.kbb.com/awards/best-resale-value-cars-trucks-suvs/>.

For more information and news from Kelley Blue Book's KBB.com, visit [www.kbb.com/media/](http://www.kbb.com/media/)

### **About Kelley Blue Book**

Founded in 1926, Kelley Blue Book, *The Trusted Resource*<sup>®</sup>, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides market-reflective values on its top-rated website KBB.com, including its famous Blue Book<sup>®</sup> Trade-In Values and Kelley Blue Book<sup>®</sup> Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue Book<sup>SM</sup> Instant Cash Offer. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book is a Cox Automotive brand.

### **About Cox Automotive**

Cox Automotive Inc. makes buying, selling, owning and using vehicles easier for everyone. The global company's more than 27,000 team members and family of brands, including Autotrader<sup>®</sup>, Dealer.com<sup>®</sup>, Dealertrack<sup>®</sup>, Dickinson Fleet Services, Kelley Blue Book<sup>®</sup>, Manheim<sup>®</sup>, NextGear Capital<sup>®</sup>, VinSolutions<sup>®</sup>, vAuto<sup>®</sup> and Xtime<sup>®</sup>, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with annual revenues of nearly \$20 billion. [www.coxautoinc.com](http://www.coxautoinc.com)

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

[Subaru of America, Inc.](http://Subaru of America, Inc.) (SOA) is a wholly owned subsidiary of [Subaru Corporation](http://Subaru Corporation) 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 plants and [Subaru of Indiana Automotive, Inc.](http://Subaru of Indiana Automotive, Inc.) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](http://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 \$200 million to causes the Subaru family cares about, and its employees have logged more than 63,000 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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