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FOR IMMEDIATE RELEASE

SUBARU WINS TOP HONORS FROM KELLEY BLUE BOOK'S 2017 5-YEAR COST TO OWN AWARDS

Subaru Brand and Crosstrek Receive Highest Recognition for Outstanding Ownership Costs in Best Brand and Best Compact SUV/Crossover Categories

CHERRY HILL, NJ – February 8, 2017 – Kelley Blue Book, the leading provider of new and used vehicle information, today announced that Subaru of America, Inc. has won in two major categories of the 2017 5-Year Cost to Own Awards. This year's honors, which recognize brands and new vehicles with the lowest projected ownership costs, were awarded to Subaru for "Best Brand" and the 2017 Crosstrek for "Best Compact SUV/Crossover."

"We are extremely proud to receive these distinguished 2017 Kelley Blue Book 5-Year Cost to Own Awards in both overall brand and vehicle categories," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "This recognition mirrors our commitment to providing trusted, top-quality vehicles to consumers, both on the day of purchase and for years to come."

Based on analysis of Kelley Blue Book's 5-Year Cost to Own information for 2017 model-year new vehicles, Subaru's overall vehicle lineup incurred less depreciation than any other automaker and offered superior fuel efficiency. Some of the models driving Subaru's success include the 2017 Crosstrek, Outback and Forester. This is the second time Subaru has received the overall honor from Kelley Blue Book; the brand was first recognized in 2015.

Kelley Blue Book's 5-Year Cost to Own Awards exist to help shoppers make more informed new-car buying decisions by breaking down typical ownership cost details and naming the

brands and models with the lowest projected five-year total. This includes out-of-pocket expenses like fuel, insurance and vehicle depreciation.

For more information about the 2017 5-Year Cost to Own Awards, please visit https://www.kbb.com/new-cars/5-year-cost-to-own-awards/.

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.

About Kelley Blue Book

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. 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's KBB.com ranked highest in its category for brand equity by the 2016 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for five consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive™ company.

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