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FOR IMMEDIATE RELEASE

2014 SUBARU XV CROSSTREK® CROSSOVER OFFERS UP TO 33 MPG

- Most fuel efficient AWD crossover in America
- Aha® smartphone integration added to optional navigation
- Quieter cabin
- Standard Symmetrical All-Wheel Drive, 8.7-inch ground clearance
- Fun-to-drive, high-capability compact crossover

CHERRY HILL, NJ -- Subaru of America, Inc. added the XV Crosstrek to its line of crossover-utility vehicles for 2013, and the model has been instrumental in boosting the brand's sales on the way to an annual record. For 2014, this popular crossover adds Aha® smartphone integration to the optional navigation system, and additional sound-reduction measures result in a quieter cabin.

The versatile, fun-to-drive XV Crosstrek combines bold five-door design, a highly capable chassis, best-in-class fuel economy and in-demand infotainment features. Standard Symmetrical All-Wheel Drive, high ground clearance (8.7 inches), 17-inch alloy wheels and ample room for passengers and cargo make Subaru XV Crosstrek a high-capability crossover. The model is one of the most fuel-efficient all-wheel-drive crossover utility vehicles in America, delivering 33-mpg EPA-estimated highway fuel economy.

Subaru offers two versions of the XV Crosstrek, the 2.0 Premium with a very high level of standard features and the 2.0i Limited model with additional luxury amenities and user technology. All models are powered by a 148-horsepower 2.0-liter BOXER engine, teamed to Symmetrical All-Wheel Drive via a five-speed manual transmission or available second-generation Lineartronic® Continuously Variable Transmission (CVT).

Built for Everyday Driving and Rugged Action

The Subaru XV Crosstrek incorporates numerous body and chassis enhancements for its expanded-capability mission. Black side- and wheel-arch cladding, rocker spoiler and roof rails provide a rugged contrast to the body color. The higher ride height, body-color roof spoiler and unique-design 17-inch wheels bolster the Subaru XV Crosstrek model's go-anywhere stance and attitude. Front and rear bumpers and the front grille are unique to the Subaru XV Crosstrek, and dark-tint privacy glass is standard.

The rugged styling is backed up by function, as the four-wheel independent suspension features a raised configuration in the Subaru XV Crosstrek. The model's 8.7 inches of ground clearance is higher than for most other crossovers and even some dedicated SUVs, yet the XV Crosstrek offers a comfortably low step-in height. High-strength suspension components enhance agility, and liquid (hydraulic) engine mounts (with CVT) help to damp out vibration. The double-wishbone rear suspension features pillow ball bushings for an optimal blend of ride comfort, straight-line stability, handling agility and vehicle response.

Both the standard five-speed manual transmission and the CVT include the Subaru Incline Start Assist feature, which can briefly hold the vehicle while the driver pulls away from a stop on a hill. Available for the Subaru XV Crosstrek Premium and standard on the Limited, the Subaru Lineartronic CVT provides infinite variability between the highest and lowest available ratios with no discernable steps or shifts. With either transmission choice, a standard ECO gauge helps the driver to operate the vehicle as economically as possible.

The CVT continuously and smoothly adapts to performance demand, helping to keep the engine in its most efficient operating range. A 6-speed manual mode with steering wheel paddle shifters allows the driver to control the transmission via six pre-set ratios. The transmission also allows "second gear" starts in order to limit the likelihood of wheel spin on slippery surfaces.

2.0-liter DOHC Boxer Engine

The FB 2.0-liter Subaru BOXER engine uses aluminum for the cylinder block and heads. The long-stroke configuration (84 mm bore and 90 mm stroke) enhances torque across the engine speed range. A dual overhead-cam (DOHC) configuration features Dual Active Valve Control System (DAVCS) – variable valve control for both intake and exhaust valves – also optimizing torque delivery. The engine produces 148 hp at 6,200 rpm and 145 lb.-ft. of peak torque at

4,200 rpm. Electric power steering reduces draw on engine power.

Practical Package

A 103.7-inch wheelbase yields impressive interior roominess in the Subaru XV Crosstrek, including 35.4 inches of rear seat legroom. With the standard 60/40 split rear seatbacks folded, this versatile five-door crossover provides a flat load floor and up to 51.9 cubic feet of carrying space. Achieving a large cargo area is significant, since the vehicle's AWD layout requires packaging a rear differential and drive axles that a front-wheel drive vehicle lacks. Three golf bags or a large baby stroller can be easily loaded.

The cargo area is outfitted as standard with a cover that can be pulled into place or removed, along with a removable waterproof cargo tray, tie-down hooks and grocery bag hooks. Subaru dealers offer a number of accessories for the standard roof rails for carrying items such as bicycles and kayaks.

Comfort and Convenience

The sporty instrument panel and three-spoke steering wheel are augmented in all XV Crosstrek models by a multi-function display with a trip computer located in the center of the dashboard. Rich-looking appointments and details abound, including soft-touch materials for the dashboard, door trim and center console armrest.

Front seats are optimized for a rear-end collision and feature tilt-adjustable head restraints for comfort. Large door pockets can hold plastic drink bottles and maps. Numerous compartments located in and around the center console hold all manner of today's personal items, such as phones, USB drives and MP3 players.

Two Trim Lines

Subaru offers the 2014 XV Crosstrek in Premium and Limited models, the latter adding additional luxury amenities and infotainment technology. Among the standard features in the Premium are the All-Weather Package (heated front seats, heated side mirrors and windshield wiper de-icer); a tilt/telescoping steering wheel with audio and Bluetooth® control switches; power windows, door locks and side mirrors; multi-function display with fuel economy information; security system with engine immobilizer; outside temperature gauge, and carpeted floor mats. The standard audio system in the XV Crosstrek Premium model features Bluetooth® hands-free phone connectivity and audio streaming, Radio Data Broadcast System (RDBS), iPod® control capability, USB port, 3.5mm aux. input jack and six speakers.

In addition to featuring the Lineartronic CVT as standard, the Subaru XV Crosstrek Limited adds leather-trimmed upholstery, steering wheel and shift handle; automatic climate control system; auto on/off headlights, and a rear seat armrest with dual cupholders. A standard display-type audio system in the Subaru XV Crosstrek Limited incorporates a rear-vision camera and also features a 4.3-inch display screen and standard HD Radio™.

Both the Subaru XV Crosstrek Premium and Limited offer an optional power moonroof and a navigation system. The navigation system gains Aha® smartphone integration for 2014, featuring radio stations, newsfeeds, audiobooks and more. The navigation system uses a 6.1-inch touch screen LCD display and integrates a rear-vision camera, voice control, iTunes® tagging, SMS text messaging capability, SiriusXM Satellite Radio® and SiriusXM NavTraffic® (4-month trial subscriptions included). Updated map data can be downloaded to a personal computer and then transferred into the system via secure digital (SD) card.

Standard Symmetrical All-Wheel Drive

Subaru offers two different versions of Symmetrical All-Wheel Drive in the XV Crosstrek. With the five-speed manual transmission, the AWD system uses a viscous-coupling locking center differential to distribute torque 50:50 front to rear. Slippage at either set of wheels will send more torque to the opposite set.

Models equipped with the Lineartronic CVT feature the Active Torque Split version of Symmetrical AWD. An electronically managed continuously variable transfer clutch actively manages torque distribution based on acceleration, deceleration, and available traction. The Active Torque Split system automatically transfers more torque (up to 100 percent) to the wheels with the best grip should slippage occur.

Vehicle Dynamics Control (VDC) combines stability and traction control functions and integrates a rollover sensor. Traction control works to augment the Symmetrical All-Wheel Drive functionality. A VDC “Off” switch is useful for driving out of slushy roads, deep snow or gravel. The “Off” position deactivates the system’s torque-reduction control, while the antilock and traction control remain active. It should be noted that traction control functions as a second line of defense against wheel slip, after Symmetrical All-Wheel Drive. Traction control is not the means of torque distribution in a Subaru AWD system, as it is on some other all-wheel drive vehicles.

IIHS Top Safety Pick

The Subaru XV Crosstrek earned the “Top Safety Pick” rating from the Insurance Institute for Highway Safety (IIHS). The vehicle is built around the Subaru Ring-Shaped Frame Reinforcement body structure, which has been proven in more than a decade of use. This design forms a series of “rings” around the passenger compartment to provide excellent protection in a variety of collision types and to absorb impact energy from any direction. The roof is strong enough to bear at least four times the vehicle’s own weight. Front-end structural details help to bolster safety for pedestrians.

Inside, the Subaru XV Crosstrek fills out its safety roster with a driver’s knee airbag, standard front side pelvis/torso airbags and side curtain airbags that offer front and rear outboard seat coverage. Intelligent dual-stage deployment front air bags use sensors to determine front air bag deployment strength for optimal occupant protection. The passenger-seat front airbag features a shell-type design with a center groove, thus exposing the passenger to less impact force upon deployment.

All new Subaru models incorporate electrically triggered pre-tensioners and force limiters in the front three-point seatbelts. The seatbelt mechanism also absorbs energy through internal deformation. There are LATCH system (Lower Anchors and Tethers for CHildren) for securing specially equipped child seats in the rear seat.

Brake Assist and Brake Override

The 4-channel / 4-sensor Anti-lock Brake System (ABS) incorporates Electronic Brake-force Distribution (EBD). The EBD system enhances braking performance and stability by actively optimizing braking force between the front and rear wheels according to how the vehicle is loaded with passengers and cargo.

The Subaru Brake Assist safety system detects how quickly the driver has pressed the pedal, and if pedal velocity exceeds a certain threshold, Brake Assist immediately applies pressure up to the ABS limit to help increase braking effectiveness. In emergency or “panic” braking, drivers usually apply less pedal force than needed despite pressing the pedal quickly. The Brake Override system ensures that the engine power will be cut when the brake pedal and accelerator are pressed simultaneously.

Subaru produces a full line of all-wheel drive sedans, crossovers and SUVs, along with the rear-wheel drive BRZ sports car that was introduced for model year 2013.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers 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 www.subaru.com.

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