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FOR IMMEDIATE RELEASE

### **SUBARU OF AMERICA ANNOUNCES PRICING ON 2020 CROSSTREK HYBRID**

- Hybrid pricing increased only \$150
- Equipped with new Rear Seat Reminder as standard
- Automatic door locks standard
- Magnetite Gray Metallic replaces Crystal Black Silica

**Camden, N.J.** – Subaru of America, Inc. announced pricing on the 2020 Crosstrek Hybrid. New for 2020 is standard Rear Seat Reminder, designed to help prevent child or pet entrapment by alerting the driver to check the rear seat before exiting the vehicle.

The 2020 Crosstrek Hybrid offers real all-wheel drive capability in a hybrid package. Priced at \$35,145, just \$150 more than its 2019 model year debut, the plug-in hybrid is the most efficient version of the versatile compact SUV ever. The Crosstrek Hybrid also qualifies for High Occupancy Vehicle (HOV) permits in several states, including CA, MD and NY. Offered in a single standard trim, the plug-in hybrid will arrive in Subaru retailers this fall.

The Hybrid features the Subaru StarDrive Technology that uniquely integrates electric motors, a 2.0-liter direct-injection SUBARU BOXER® engine, Subaru Symmetrical All-Wheel Drive, and Lineartronic CVT (Continuously Variable Transmission).

Subaru StarDrive Technology employs two electric motors. One motor functions as an engine starter. Conversely, it can be powered by the engine to function as a generator for the hybrid battery. The second motor powers the vehicle for hybrid and electric driving modes. It also charges the hybrid battery during regenerative braking.

The Crosstrek Hybrid is capable of speeds up to 65 mph when in full electric mode and is a full second faster from 0 to 60 mph than the standard Crosstrek. The new powertrain not only yields quicker acceleration, but up to 90 MPGe with a total range of 480 miles.

The high-capacity lithium-ion battery, mounted beneath the cargo area, enables the Hybrid to achieve an EV range of 17 miles, which covers a variety of trips.

Like the 2020 Crosstrek, the Crosstrek Hybrid is built around the Subaru Global Platform that was designed to accommodate hybrid and electric powertrains. The standard Lineartronic CVT features X-MODE and Hill Descent Control for enhanced performance in low-friction and off-road conditions. The Crosstrek Hybrid's 8.7-inches of ground clearance and 1,000 lb. towing capacity provide versatility in both off-road and city driving. The 60/40-split fold-down rear seats offer up to 43.1 cu.ft. of cargo space, enough space for camping gear or luggage.

Exclusive to the Crosstrek Hybrid is a striking exterior color, Lagoon Blue Pearl, one of four available hues as well as unique silver metallic finish on the front grille, lower front bumper and body cladding, and fog light accents. Magnetite Gray Metallic replaces Crystal Black Silica in the color line-up. The low-profile roof rails and spoiler in black finish, along with unique 18-inch wheels in black with machine finish, accentuate this model's sleek styling. A "Plug-In Hybrid" badge adorns the rear gate and fenders, and "Plug-In" text is imprinted in the charge port door.

The Hybrid's interior features exclusive high-contrast Gray and Navy-Blue leather seats, door panels and armrests. The cabin is complemented with blue stitching and accent panels throughout.

The Crosstrek Hybrid comes with an ample list of standard features that includes the 8.0-inch STARLINK Multimedia Plus system with Apple CarPlay™ and Android™ Auto; Keyless Access with Push-Button Start; Tire Pressure Monitoring System with individual tire pressure display; power windows with auto-up/auto-down on both driver and passenger sides; power door locks and side mirrors; LED fog lights; SI-Drive and dual USB ports.

For easy recognition while driving, the high-grade instrument panel includes a 4.2-inch color LCD as well as a power meter for real-time power output and regeneration. The high-grade multifunction display located above the center stack adds exclusive hybrid functions including driving and charging screens.

The 2020 Crosstrek Hybrid comes standard with a suite of driver-assist and safety features. EyeSight Driver Assist Technology includes Automatic Pre-Collision Braking and Throttle Management; Lane Keep Assist; Lane Departure and Sway Warning; and Lead Vehicle Start Alert. Exclusive to Hybrid, a Driver Assist Indicator has been installed at the top of the combination meter to increase visibility of EyeSight status or other warnings. Standard Steering Responsive Headlights illuminate curves as the vehicle steers into them. Reverse Automatic Braking can apply the vehicle's brakes if an obstacle is detected while reversing. High Beam Assist encourages the driver to maximize the use of high beams without worry of impairing oncoming traffic. Blind Spot Detection

with Lane Change Assist and Cross Traffic Alert is also standard. Further, the Hybrid features a Pedestrian Alert System that provides an audible warning to pedestrians within the proximity of the vehicle when it is traveling below 20 mph.

An option package priced at \$2,500 offers a power moonroof, heated steering wheel and STARLINK 8.0-inch Multimedia Navigation system with voice activated navigation powered by TomTom. Also included with the package is a Harman Kardon 8-speaker system with 432-watt equivalent amplifier.

SUBARU STARLINK In-Vehicle Technology provides hands-free connectivity and entertainment through the vehicle's multimedia or navigation system. The Crosstrek Hybrid comes standard with the STARLINK 8.0-inch Multimedia system which offers a high-resolution touchscreen; smartphone integration with Apple CarPlay™, Android™ Auto and STARLINK apps; Bluetooth® hands-free phone and audio streaming connectivity; voice activated controls for phone and AM/FM stereo; single-disc CD player; SiriusXM All-Access Radio and Travel Link® (4-month free subscription); WIFI hotspot capability (subscription required) and HD Radio®. Over-the-air updates and Near Field Communication are also included in the list of features. The top-of-the-line 8.0-inch Multimedia with Navigation adds voice-activated navigation powered by TomTom (3-year free over-the-air map updates) as well as SiriusXM Traffic (3-year free subscription) and is optional for Hybrid.

Three STARLINK Safety and Security packages for the Crosstrek Hybrid. The STARLINK Safety Plus Package includes SOS emergency assistance, enhanced roadside assistance, automatic collision notification, maintenance notifications, monthly vehicle health report and diagnostic alerts. For even greater peace of mind, the STARLINK Safety Plus & Security Plus Package adds remote engine start with climate control and heated seats, stolen vehicle recovery service, vehicle security alarm notification, remote lock/unlock, remote horn and lights; remote vehicle locator and parenting features including boundary, speed and curfew alerts. The STARLINK Concierge Package adds the convenience of in-vehicle assistance with restaurant and hotel reservations, purchasing tickets for sporting/theater events and scheduling service appointments.

Exclusive to Crosstrek Hybrid, STARLINK Connected Services include Remote Climate Control and Remote Battery Charging Timer. The vehicle's climate control can function without starting the engine, so it can warm up or cool down even when garaged. The Remote Battery Charging Timer allows a user to manage the vehicle charging schedule and monitor its status. The Hybrid comes with a 10-year free subscription to STARLINK Safety and Security Plus package.

<b>2020 Crosstrek Hybrid</b>				
<b>Model/Trim</b>	<b>Transmission</b>	<b>Applicable Option Code</b>	<b>MSRP</b>	<b>MSRP + destination and delivery</b>
Hybrid	CVT	01, 02	\$35,145	\$36,155

<b>2020 Crosstrek Hybrid Option Packages</b>		
<b>Code</b>	<b>Description</b>	<b>MSRP</b>

01	Standard Model (Hybrid)	N/A
02	Moonroof + Navigation System + Harman Kardon Amplifier and Speakers + Heated Steering Wheel (Hybrid)	\$2,500

Destination & Delivery is \$1,010 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,160 for retailers in Alaska.

**About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [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 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 \$165 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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