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FOR IMMEDIATE RELEASE

## **SUBARU NAMED “TOP MAINSTREAM BRAND” BY ALG FOR THE 2018 RESIDUAL VALUE AWARD**

- ALG Residual Value Awards honor 2018 vehicles predicted to hold value
- Sixth time Subaru has been named Top Mainstream Brand
- Five Subaru models win their segments: Impreza, WRX, Forester, Crosstrek, Outback

**Cherry Hill, NJ – December 6, 2017** – Subaru of America Inc. announced today that it has been honored for the sixth time with the “Top Mainstream Brand” Residual Value Award from ALG, the analytics division of TrueCar Inc. (NASDAQ: TRUE) and the industry benchmark for projecting future vehicle values and depreciation data. This year, Subaru earned a total of six ALG awards, with five models topping their respective segments.

- Subaru Impreza – Best Compact Car
- Subaru WRX – Best Sports Car
- Subaru Forester – Best Compact Utility Vehicle
- Subaru Crosstrek – Best Subcompact Utility Vehicle

- Subaru Outback – Best Midsize Utility Vehicle – 2 Row

“We are pleased to receive the 2018 Top Mainstream Brand for Residual Value along with accolades on five of our individual vehicles from ALG,” said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. “These awards underscore our commitment to providing customers with vehicles made to the highest standards of safety, reliability and dependability.”

The annual ALG Residual Value Awards honor the vehicles and brands that are expected to retain the highest percentage of their original price after a conventional three-year period. With Subaru’s six awards this year, the overall total of ALG Residual Value Awards has increased to thirty-one since 2010. Subaru was also named Top Mainstream Brand in 2010, 2011, 2012, 2015 and 2016.

“Consistent product execution and practical sales strategies have resulted in 3 consecutive years of Residual Value Award wins for the Subaru brand,” said Jim Nguyen, president of ALG. “Legions of enthusiastic owners have transformed Subaru from a niche alternative brand to the envy of the automotive industry, boasting sales increases that continue to fall short of ever growing demand. The result is high transaction prices, low incentives and residual values that top the competition.”

Based on 2018 model year vehicles, ALG recognized 26 vehicles with segment awards, alongside two brands representing the Mainstream and Premium sectors of the industry. Winners are chosen through a careful analysis of each segment, historical vehicle performance and industry trends, while factoring in quality, production levels relative to demand, pricing and marketing strategies.

### **About ALG**

Founded in 1964 and headquartered in Santa Monica, California, ALG is an industry authority on automotive residual value projections in both the United States and Canada. By analyzing nearly 2,500 vehicle trims each year to assess residual value, ALG provides auto industry and financial services clients with market industry insights, residual value forecasts, consulting and vehicle portfolio management and risk services. ALG is a wholly-owned subsidiary of TrueCar, Inc., a digital automotive marketplace that provides comprehensive pricing transparency about

what other people paid for their cars. ALG has been publishing residual values for all cars, trucks and SUVs in the U.S. for over 50 years and in Canada since 1981.

### **About TrueCar**

[TrueCar](#), Inc. (NASDAQ: TRUE) is a digital automotive marketplace that provides comprehensive pricing transparency about what other people paid for their cars and enables consumers to engage with TrueCar Certified Dealers who are committed to providing a superior purchase experience. TrueCar operates its own branded site and its nationwide network of more than 13,000 Certified Dealers also powers carbuying programs for some of the largest U.S. membership and service organizations, including USAA, AARP, American Express, AAA and Sam's Club. Over one third of all new car buyers engage with the TrueCar network during their purchasing process. TrueCar is headquartered in Santa Monica, California, with offices in San Francisco and Austin, Texas. For more information, go to [www.truecar.com](http://www.truecar.com). Follow us on [Facebook](#) or [Twitter](#).

### **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 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. 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 \$120 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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