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FOR IMMEDIATE RELEASE

## **SUBARU EARNS THREE AWARDS IN KELLEY BLUE BOOK 2019 BEST RESALE VALUE AWARDS**

- Subaru earns Best Resale Value for Crosstrek, Legacy and Outback
- Subaru Legacy wins segment for fourth time
- Subaru Outback wins segment for fourth time

**Camden, N.J. – January 23, 2019** – Subaru of America, Inc. announced today that the 2019 Crosstrek, Legacy and Outback won Kelley Blue Book's 2019 Best Resale Value in their respective categories. The Legacy midsize sedan and Outback SUV have secured multiple segment wins over the Kelley Blue Book Best Resale Value Awards' 17-year history.

The Crosstrek, which enjoyed a remarkable 31-percent sales gain in 2018, is Subaru's third-best-selling model. With standard Subaru Symmetrical All-Wheel Drive, available EyeSight

Driver Assist Technology and a new Hybrid trim offering 90 MPGe, the Crosstrek is poised to remain atop the small SUV/crossover segment.

The Legacy earned its fourth win in KBB's Best Resale Value Awards. In one of the industry's most competitive segments, the midsize sedan remains the only model to come standard with All-Wheel Drive. The combination of Subaru's acclaimed Symmetrical All-Wheel Drive and standard Active Torque Vectoring give Legacy confident grip in all weather conditions. The Legacy also features EyeSight as standard equipment across all trim levels.

The Outback earned its fourth win in its segment for KBB's Best Resale Value Awards as well. Instrumental in launching the crossover trend more than 20 years ago, the Outback debuted with rugged styling that highlighted increased capability. Today, the roomy Outback is a master of outdoors-oriented activities and everyday versatility with standard Symmetrical All-Wheel Drive, Active Torque Vectoring, 8.7-in. ground clearance and X-Mode with Hill Descent Control. The legendary SUV also comes standard with EyeSight and smart phone integration with Apple CarPlay™ and Android™ Auto.

### **2019 Subaru Crosstrek**

Best Resale Value: Compact SUV/Crossover

### **2019 Subaru Legacy**

Best Resale Value: Midsize Car

### **2019 Subaru Outback**

Best Resale Value: Midsize SUV/Crossover – 2-Row

Kelley Blue Book, the leading provider of new- and used-vehicle valuation and information, recognizes 2019 model-year vehicles for their projected retained value through the initial five-year ownership period. Since depreciation (or loss of value) is typically a car-buyer's primary expense during ownership, these awards, like all the KBB.com new- and used-vehicle information, are designed to help consumers make more informed car-buying decisions.

"We are thrilled to receive the 2019 Best Resale Value Award for Crosstrek, Legacy and Outback from Kelley Blue Book," said Thomas J. Doll, President and Chief Operating Officer,

Subaru of America, Inc. “These awards reinforce our commitment to providing customers with vehicles made to the highest standards of safety, reliability, dependability and value.”

Kelley Blue Book’s Best Resale Value Awards are in their 17<sup>th</sup> year and 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 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, sports car and high-performance categories.

For more information about Kelley Blue Book’s Best Resale Value Awards, please visit:

<http://www.kbb.com/new-cars/best-resale-value-awards/>

#### **About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

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](http://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 launched its first international consumer-facing site in 2017. Kelley Blue Book is a Cox Automotive brand.

#### **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 production plants and [Subaru of Indiana Automotive, Inc.](http://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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