

Subaru Life & Vehicles



Love. It's what makes Subaru, Subaru.



SUBARU

There's no telling where life will take you, but it's reassuring to know you can count on your Subaru to be there. Because 97% of Subaru vehicles sold in the last 10 years are still on the road today,* you can be confident every vehicle is built for the long haul. With Subaru Symmetrical All-Wheel Drive,[†] you know it's up for the challenge. Plus, you'll have the peace of mind that our award-winning safety features and technologies provide. So go ahead. Live the life you love. It's why we hear again and again, "I love my Subaru."



*Based on IHS Markit U.S. vehicles in operation vs. total new registrations for MY2009–2018 ending in December 2018.



THE SUBARU LOVE PROMISE

More Than a Car Company.™

We're devoted to the idea that every interaction with Subaru is a chance to make the world a little better. That's why we're actively partnering with our retailers to make real impacts in the lives of those around us. We call it the Subaru Love Promise—and it starts with our communities and our customers.

Committed to improving the lives around us.

We believe in being a positive force in the communities where we live and work, not just with donations but with actions that set an example for others to follow.

Dedicated to providing our customers with exceptional service.

We believe in building lifelong relationships with our customers, earning their trust and exceeding their expectations by providing customer service with integrity and compassion.



THE SUBARU
LOVE PROMISE

Our Causes and Passions

It's our aim to spread the Subaru Love Promise Community Commitment as far as possible. That's why we work with a diverse range of organizations. Many of them fall under one of these areas of focus.



Subaru and participating retailers across the nation have partnered with TerraCycle® to help divert waste from local landfills. Consumers can drop off anything from single-use coffee pods to snack wrappers so they can be converted into usable items, such as park benches, tables and chairs that can be donated back to local communities.

We should all have a chance to lead a healthy life. Since 2015, Subaru and participating retailers have partnered with The Leukemia & Lymphoma Society (LLS) to donate over 148,000 blankets, 21,000 arts & crafts kits and thousands of messages of hope to those fighting cancer at hospitals and treatment centers nationwide.

In a perfect world, hunger would be history and hope would be commonplace. Subaru is dedicated to supporting organizations that help neighbors and community members in need. Over the past 11 years, Subaru and many of our retailers have partnered with Meals on Wheels to deliver over 2.2 million meals to seniors across the country.

It's our goal to foster the pursuit of knowledge as much as possible. Since 2015, Subaru and participating retailers have partnered with the American Association for the Advancement of Science (AAAS) to donate over 278,000 award-winning science books and school supplies to schools nationwide to help engage and inspire K-12 students.

Subaru is committed to the health and welfare of wild and domesticated animals. Since 2008, Subaru has donated over \$22 million to the American Society for the Prevention of Cruelty to Animals® (ASPCA®) and has had a significant impact on the rescue, transport, adoption and well-being of more than 57,000 animals nationwide.



2020 Subaru Life | Share the Love

SUBARU share the love® EVENT



The Subaru Share the Love® Event has been helping those in need since 2008. Each year, for every new Subaru vehicle purchased or leased during the event, Subaru donates \$250 to the customer's choice of participating charities. In 2019, we supported ASPCA® Make-A-Wish®, Meals On Wheels, National Park Foundation and over 695 hometown charities selected by local Subaru retailers.

Since we began the Subaru Share the Love Event 12 years ago, Subaru and our participating retailers have donated over \$170 million to national and local charities across the country.

These donations have helped charities serve thousands of people, communities and animals in the areas of health/medical, animal welfare, community service, food banks, education, environment, abuse support, disaster relief, senior care and the military. We're thrilled this event has been able to help so many causes that we, and our owners, care very much about.

It's inside Subaru.

The Subaru lifestyle embraces the spirit of being outdoors. Through events and partnerships, we share our passion for being outside with as many as we can. Here are just a few of the events and partnerships we have in the works.

See you there!

Events & Partners

- REI Campouts
- Subaru Road Trip at REI
- Subaru WinterFest
- POWDR
- Nordica
- Lib Tech
- National Ski Patrol
- Woodward at Copper
- Woodward at Park City
- Woodward at Tahoe

10 Mountain Resorts

- Boreal Mountain Resort, CA
- Sierra-at-Tahoe Resort, CA
- Soda Springs Mountain Resort, CA
- Copper Mountain, CO
- Eldora Mountain Resort, CO
- Lee Canyon, NV
- Mt. Bachelor, OR
- Jack Frost Big Boulder, PA
- Snowbird Ski and Summer Resort, UT
- Killington Mountain Resort, VT



[Click to find an event near you](#)

Subaru Service

Keep the adventure going.

A Subaru is built to last. When it's serviced at a Subaru retailer, it lasts even longer. Our experienced technicians and advisors specialize in convenient, expert service. So as the miles grow, you can be confident your Subaru will continue to perform the way it was designed.

Why choose a Subaru retailer for service?



Factory-Trained Teams

Technicians are trained by advanced Subaru technical instructors to provide expert service of unique Subaru components and latest technologies.



Genuine Subaru Parts

Engineered to the same specifications as the parts your Subaru came with, for factory fit and performance.



Specialized Tools

Designed specifically to work with Subaru vehicles for accurate diagnosis and repair.



Free Multi-Point Inspections

Complimentary checkups performed at each service help ensure optimal safety and performance.

*Subaru vehicles that are routinely serviced at their retailer remain on the road longer than ones that are not.**

*Based on IHS Markit registration data of MY2008 Subaru vehicles with regular maintenance at authorized Subaru retailers in their first 54 months of ownership vs. non-regular as of February 2012. Longer-lasting is based on an analysis by Subaru of America on a sample of registration data provided by IHS Markit.



Enthusiasm is contagious.

The love for a Subaru goes way beyond a wave to a fellow owner on the road. All over the world and all over the internet, loyal enthusiasts—united by their passion for life and for Subaru—gather for rallies and events or just to talk about their favorite subjects.

STI Enthusiast Events:

Boxerfest – York, PA

Wicked Big Meet – Stafford, CT

Subiefest Midwest – Chicago, IL

Big Northwest Subaru Festival – Portland, OR

Subiefest California – Los Angeles, CA

Subiefest Florida - City TBD (updates at subiefest.com)

Victory is continuous.

Whether it's the American Rally Association national championship, the Mt. Washington Climb to the Clouds, or the Americas Rallycross Championship, there's no more punishing—and exciting—way to prove our engineering than by testing it in the heat of competition. Subaru Motorsports USA, together with Vermont SportsCar, empowers drivers with the outstanding performance of Subaru vehicles. This has led us to 13 national rally championships* and the distinction of being the first brand ever to win American rally and rallycross championships in the same year. It's a racing pedigree that you can literally feel behind the wheel of every WRX and WRX STI.

[Click for our latest wins](#)

*The Subaru Rally Team USA has won overall Rally America and American Rally Association championships 13 times between 2006 and 2019. WRX STI rally vehicles have been modified for rally competition.

Trust earned, mile after mile.

Owners like Terry Prine see a lot of value in a car they can trust. Because 97% of Subaru vehicles sold in the last 10 years are still on the road today,² we're pleased to have met many just like him. Terry remembers the day he brought home his new 2003 Subaru Forester.

A memory in every mile.

000475

Going on tour with my band in '03, the Forester was my bus. I was able to load in all of my buddies and gear and still had room to pick things up on the way. An amazing time.

038000

Packing up the family and taking our first road trip. I tried never to take the same road twice, and the kids loved it. They especially enjoyed seeing all the different landscapes through the big windows and giant moonroof.

102000

The joy of having two healthy kids is only surpassed by having our third. With a growing family, I know that they're always safe in my Subaru and that, one day, my son Miles (yes, that's really his name) will get the Forester to make his own memories.

135500

In search of California's state fish, the golden trout, the kids and I car-camped with friends near Mono Pass and day-hiked into this incredible string of lakes known as Little Lakes Valley. We caught 25 fish within three hours. Rainbows, brookies and yes, the elusive golden trout! The kids were in heaven.

170000

The family keeps growing, and the Forester keeps going! The fourth Prine kid was born this summer, and Miles is now old enough to take the Forester out for his first spin. Another mile, another memory.





The most important thing a Subaru can do is protect the people in it. We're always looking for better ways to do this, and that's why we developed EyeSight® Driver Assist Technology.^{3,4} Like an extra set of eyes, this system watches the road ahead, alerts you if it senses danger and can even intervene if necessary to avoid a collision.



2020 Subaru Life | EyeSight® + DriverFocus™

EyeSight® reduces rear-end
crashes with injuries by

85%⁵

every time you drive.



Every day in the U.S., more than 1,000 people are injured in crashes reported to have involved a distracted driver.⁶ As an industry leader in safety, Subaru developed the DriverFocus™ Distraction Mitigation System,^{3,7} one of the first technologies of its kind, available on the 2020 Forester, Legacy and Outback. Engineered for both new and experienced drivers, it works with Subaru EyeSight® to help detect distracted or drowsy driving. If the driver's attention strays from the road for too long, DriverFocus™ can deliver visual and auditory alerts to bring attention back to the road—it's like having a copilot along for the ride.



Outback Limited in Tungsten Metallic with optional and accessory equipment.







on very little.

MPG & AWD

Capable and fuel-efficient, Subaru vehicles are proof that you can have fun and get great MPG, too. Most models achieve 30 MPG or more¹² and include Subaru Symmetrical All-Wheel Drive,¹ so you can do more while using less.

Subaru Symmetrical All-Wheel Drive

With Subaru Symmetrical All-Wheel Drive, you can count on having more traction and control than just about anyone else on the road, in just about all conditions.¹ That's because it's no ordinary all-wheel drive system, and Subaru has been perfecting it for decades.

SUBARU BOXER® Engine

There's a lot more to the SUBARU BOXER® engine than great performance and high fuel efficiency. Its unique design gives every Subaru a low center of gravity, which translates into better handling and control.

Love wins.

Forester Limited in Ice Silver Metallic with optional equipment.



The Popular Brand with the **Best Overall Value.**²¹



Subaru is Kelley Blue Book's **Most Trusted Brand** for five years running.¹³

The **best-selling all-wheel drive cars in America** for the past 25 years.¹⁴

IHS Markit

97% of Subaru vehicles sold in the last 10 years are still on the road today?²

IHS Markit



Subaru EyeSight® Driver Assist Technology reduces the rate of pedestrian-related injuries by up to 35%.³⁰



All tested 2020 Subaru models with EyeSight® receive the **highest possible rating for front crash prevention** from IIHS.



the family.

2020 Ascent

When you're ready for life's next big adventure, the 2020 Ascent is ready to take you to new heights. It's the largest and most versatile Subaru ever, with three rows and seating for up to eight.³ It's packed with advanced technologies, from active safety systems to entertainment features. Thanks to legendary Subaru quality, durability and reliability, you'll always drive with confidence.



Roomy



Versatile



Safe



Powerful

- Standard Subaru Symmetrical All-Wheel Drive with Active Torque Vectoring
- 260-hp Direct-Injection Turbocharged SUBARU BOXER® engine
- Lineartronic® CVT (Continuously Variable Transmission) with 8-speed manual-mode paddle shifters
- Up to 27 highway MPG¹⁶
- EyeSight® Driver Assist Technology⁴
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert^{3,8}
- Reverse Automatic Braking^{3,9}
- LED Steering Responsive Headlights with High Beam Assist³
- Power Rear Gate with lock button and height memory³
- Rear-Vision Camera
- Panoramic moonroof³
- STARLINK® Multimedia with standard Apple CarPlay® and Android Auto™ integration, SiriusXM^{®17} and SiriusXM® Travel Link^{®17}
- STARLINK® Safety and Security^{3,11}: Includes features and services such as Advanced Automatic Collision Notification, Remote Engine Start¹⁰ and Concierge Services
- 4G LTE Wi-Fi capability^{3,18}
- Rear-seat climate controls³
- Smart Rear-View Mirror³
- 180-Degree Front View Monitor³
- Rear Seat Reminder
- Power-folding side-view mirrors³

bigger.

"There it is, the best family SUV in its class."

The Wall Street Journal



[Click to explore the Ascent](#)

2020 Forester



Efficient



Roomy



Versatile



Safe

[Click to explore the Forester](#)

memos since '95.

2020 Outback

A change of scenery isn't just about a different location. It's about a different perspective—something the Outback has offered for the past 25 years. In 2020, the Outback philosophy remains, but its technologies are further advanced, from safety features that can watch the road to systems that keep you connected as you explore. With the capability of its Subaru engineering, you might just want to take a personal day. Or two.



Efficient



Capable



Versatile



Safe

- Standard Subaru Symmetrical All-Wheel Drive with Active Torque Vectoring
- 182-hp 2.5L direct-injection 4-cylinder or 260-hp direct-injection turbocharged SUBARU BOXER® engine
- Lineartronic® CVT (Continuously Variable Transmission) with 8-speed manual-mode paddle shifters
- Up to 33 highway MPG²²
- EyeSight® Driver Assist Technology⁴
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert^{3,8}
- Reverse Automatic Braking^{3,9}
- Dual-function X-MODE® with Hill Descent Control³
- Raised suspension with 8.7 inches of ground clearance
- LED Steering Responsive Headlights with High Beam Assist³
- Hands-Free Power Rear Gate with lock button and height memory³
- Rear-Vision Camera
- 180-Degree Front View Monitor³
- STARLINK® 11.6-inch Multimedia Plus³ with standard Apple CarPlay® and Android Auto™ integration and SiriusXM®¹⁷ and SiriusXM® Travel Link®¹⁷
- STARLINK® Safety and Security^{3,11}; Includes features and services such as Advanced Automatic Collision Notification, Remote Engine Start¹⁰ and Concierge Services
- Java Brown Nappa Leather³ and Gray water-repellent StarTex®-trimmed upholstery³
- Harman Kardon® premium audio system with 12 speakers and a 576-watt-equivalent amplifier³

[Click to explore the Outback](#)

never imagined.

[Click to explore the Legacy](#)

2020 Legacy

It's that feeling you get when the next level is within reach, when the latest safety technologies combine with renowned Subaru reliability to give you confidence. A sense of connection is made possible by smartphone integration, and you experience the warm invitation of premium materials and abundant space. You're here. Feel the love, for all the right reasons.



Efficient



Engaging



Roomy



Safe

The Subaru Legacy is the best-selling all-wheel drive midsize sedan for the past 10 years.*

IHS Markit

- Standard Subaru Symmetrical All-Wheel Drive with Active Torque Vectoring
- 182-hp 2.5L direct-injection 4-cylinder or 260-hp direct-injection turbocharged SUBARU BOXER® engine
- Lineartronic® CVT (Continuously Variable Transmission) with 8-speed manual-mode paddle shifters
- Up to 35 highway MPG²⁴
- EyeSight® Driver Assist Technology⁴
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert^{3,8}
- Reverse Automatic Braking^{3,9}
- LED Steering Responsive Headlights with High Beam Assist³
- Rear-Vision Camera
- 180-Degree Front View Monitor³
- STARLINK® 11.6-inch Multimedia with standard Apple CarPlay® and Android Auto™ integration and SiriusXM®^{®17} and SiriusXM® Travel Link®^{®17}
- STARLINK® Safety and Security: Includes features and services such as Advanced Automatic Collision Notification, Remote Engine Start¹⁰ and Concierge Services
- Harman Kardon® premium audio system with 12 speakers and a 576-watt-equivalent amplifier³
- Sierra Tan Nappa leather-trimmed upholstery³

2020 Impreza



Efficient



Fun



Roomy



Affordable

[Click to explore the Impreza](#)

to be challenged.

2020 Crosstrek

Setting your own course is how you got here. Feel free to push it further in the 2020 Crosstrek. Standard Subaru Symmetrical AWD and up to 33 highway MPG²⁶ will let you go far, while 8.7 inches of ground clearance and X-MODE[®] with Hill Descent Control help you take on roads that others can't. Plus, with the Crosstrek Hybrid²⁹ you can help determine what's possible. Love is out there. Find it in a Crosstrek.



Versatile



Efficient



Fun



Safe

- Standard Subaru Symmetrical All-Wheel Drive featuring available X-MODE[®] with Hill Descent Control³
- 152-hp 2.0-liter 4-cylinder SUBARU BOXER[®] engine
- Lineartronic[®] CVT (Continuously Variable Transmission) with manual-mode paddle shifters³
- SI-DRIVE Performance Management System³
- 33 highway MPG²⁶
- EyeSight[®] Driver Assist Technology^{3,4}
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert^{3,8}
- Reverse Automatic Braking^{3,9}
- LED Steering Responsive Headlights with High Beam Assist³
- Raised suspension with 8.7 inches of ground clearance
- Rear-Vision Camera
- High-contrast cloth or leather-trimmed upholstery with orange stitching³
- Power driver seat³
- STARLINK[®] Multimedia with standard Apple CarPlay[®] and Android Auto[™] integration
- STARLINK[®] Safety and Security^{3,11}: Includes features and services such as Advanced Automatic Collision Notification, Remote Engine Start¹⁰ and Concierge Services
- 4G LTE Wi-Fi capability^{3,18}
- Keyless Access with Push-Button Start³

"The Crosstrek faithfully lives up to Subaru's reputation of off-road excellence."

Motor Trend



[Click to explore the Crosstrek](#)

2020 WRX



Powerful



Fierce



Sharp



Agile

"The WRX remains an excellent choice for enthusiasts
and anyone who likes to go fast. Real fast."

Automobile, 2018

[Click to explore the WRX](#)

2020 WRX STI



Fast



Fierce



Sharp



Exhilarating



[Click to explore the WRX STI](#)

2020 BRZ

There are sports cars with rear-wheel drive. There are also sports cars with responsive steering, a few with nimble handling, and some that are lightweight. The BRZ has all of these—and more. With the supremely low and balanced SUBARU BOXER® engine, its handling is simply divine. This is how sports cars should be built—and how driving should feel!



Sharp



Agile



Quick



Exhilarating

Soul of a sports car.

"Combining a lightweight, perfectly balanced body with a high-revving boxer engine, the 2019 Subaru BRZ is a driving enthusiast's dream."^{**}

Autotrader

- 205-hp²⁸ 2.0-liter 4-cylinder direct-injected SUBARU BOXER® engine
- Close-ratio 6-speed manual transmission or available 6-speed automatic transmission with manual-mode paddle shifters³
- Front-mounted engine and rear-wheel drive for razor-sharp handling and balance
- Performance Package with Brembo® brakes and SACHS® performance dampers^{3,27,28}
- Ultra-quick 13.1:1 steering ratio
- Multi-spoke 17-inch alloy wheels
- Standard SUBARU STARLINK® 7.0-inch Multimedia Navigation System powered by TomTom® featuring Apple CarPlay® and Android Auto integration, SiriusXM®¹⁷ and SiriusXM® Travel Link®¹⁷
- LED headlights and taillights
- 4.2-inch LCD multifunction display with g-meter, lap timer, triple gauge meter, torque curve maps and more
- Alcantara® and leather-trimmed upholstery

[Click to explore the BRZ](#)



is the only way we make it.

Genuine Subaru Accessories

To be certain that Genuine Subaru Accessories perform and last throughout the life of your vehicle, each accessory is run through several rigorous tests. To add further assurance, our accessories come with the same 3-year warranty as your Subaru, while Genuine Subaru Lifestyle Accessories made by Thule® carry a limited lifetime warranty. Most are custom-designed to ensure the best fit and function as well. Rest assured, you can count on these accessories to be with you for the long haul.

See Subaru in Action.



Click to discover Subaru walkaround videos, feature highlights, model reviews and much more.

Get Social.



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@subaru_usa



facebook.com/subaruofamerica

1 Symmetrical All-Wheel Drive not available on BRZ. 2 Based on IHS Markit U.S. vehicles in operation vs. total new registrations for MY2009–2018 ending in December 2018. 3 Features and availability vary by vehicle and model. See your retailer for details. 4 EyeSight is a driver assist technology, which may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors such as vehicle maintenance, weather and road conditions. See Owner's Manual for complete details on system operation and limitations. 5 Based on data from 2013–2015 MY Subaru models equipped with EyeSight through 2014. From an Insurance Institute of Highway Safety report published January 2016. 6 Centers for Disease Control and Prevention, citing National Center for Statistics and Analysis, Distracted Driving: 2015, in Traffic Safety Research Notes, DOT HS 812 381, March 2017, National Highway Traffic Safety Administration: Washington, D.C. 7 The DriverFocus Distraction Mitigation System is a driver recognition technology designed to alert drivers if their attention to the road wavers or if the driver's face appears to turn away. The driver is always responsible for safe and attentive driving. System effectiveness may be affected by articles of clothing worn on the head or face. See Owner's Manual for complete details on system operation and limitations. 8 Blind-Spot Detection, Lane Change Assist and Rear Cross-Traffic Alert are systems designed to assist the driver by monitoring the rear and side areas of the vehicle during a lane change or reversing and are not a substitute for safe and attentive driving. 9 The Reverse Automatic Braking System is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as vehicle maintenance, weather and road conditions. Always exercise caution and use vehicle mirrors and the Rear-View Camera when backing up. See Owner's Manual for complete details on system operation and limitations. 10 Keyless Access with Push-Button Start and automatic climate control required. 11 Activation with subscription required. Includes a 3-year trial subscription to Safety Plus services and a 6-month trial subscription to Safety and Security Plus services. The Concierge plan can be purchased annually or monthly. A credit card on file will be required for specific packages and for renewal purposes. See your retailer for details. 12 Based on EPA-estimated highway fuel economy for 2020 Crosstrek, Impreza, Legacy, Outback, Forester, and BRZ models equipped with automatic transmission. Actual mileage may vary. 13 2015–2019 Kelley Blue Book Brand Image Awards are based on the Brand Watch™ study from Kelley Blue Book Strategic Insights. Award calculated among non-luxury shoppers. For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 14 Based on IHS Markit total registrations among all-wheel drive vehicles from January 1994–December 2018. 15 Subaru received the highest score among mass market brands in the J.D. Power 2019 U.S. Automotive Brand Loyalty Study of customers' satisfaction with Automotive Brands. Visit jdpower.com/awards. 16 EPA-estimated highway fuel economy for 2020 Ascent and Ascent Premium models with standard equipment at 27 highway MPG. Actual mileage may vary. See your retailer for details. 17 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 18 Activation and subscription required. Internet access is purchased separately through AT&T with monthly, per gigabyte, and unlimited data options available. Existing AT&T customers have the option to add an additional line to their AT&T Mobile Share plan. See your retailer for details. 19 Based on IHS Markit U.S. vehicles in operation vs. total new registrations in the Non-Luxury Compact SUV segment for MY2008–2018 ending in December 2018. 20 EPA-estimated fuel economy for 2020 Forester at

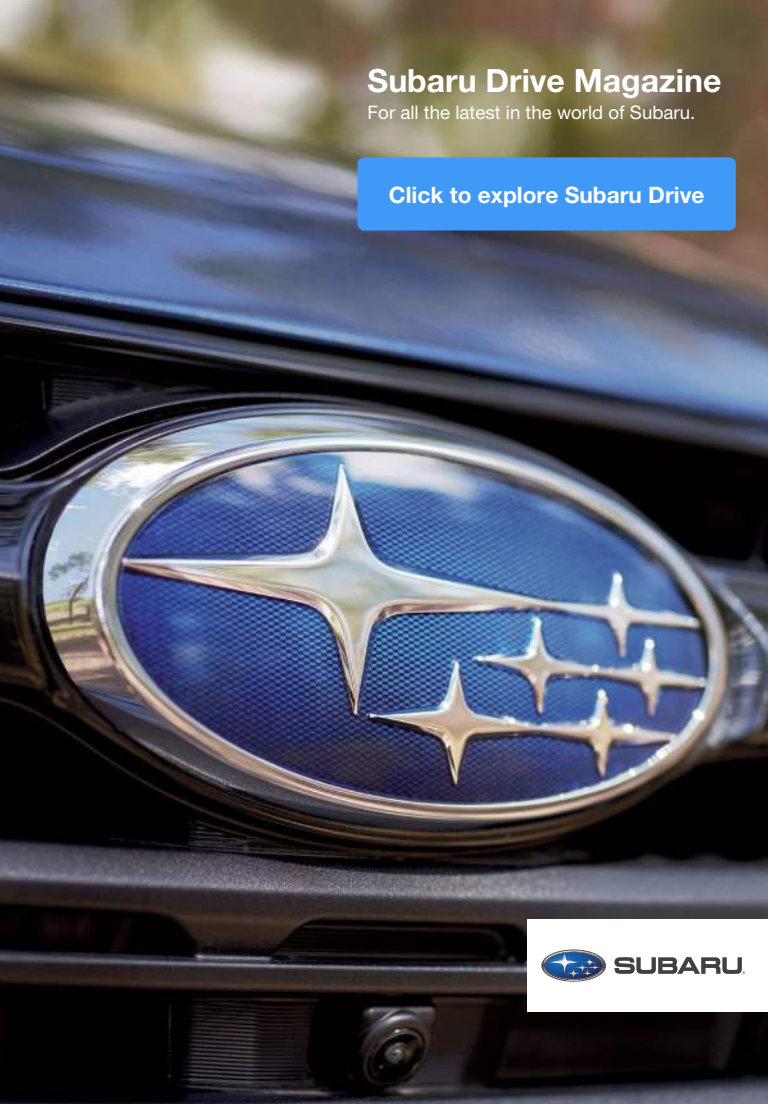
33 highway MPG. Actual mileage may vary. Visit fuelconomy.gov for more information. 21 2019 IntelliChoice Best Overall Value of the Year, 5-year cost of ownership study (www.motortrend.com/intellichoice). 22 EPA-estimated fuel economy for 2020 Outback 2.5L models at 33 highway MPG. Actual mileage may vary. Visit fuelconomy.gov for more information. 23 Activation and required subscription sold separately. Includes 1-year Safety Plus trial subscription. Safety Plus and Security Plus subscription available at additional cost. See your retailer for details. 24 EPA-estimated fuel economy for 2020 Legacy 2.5L models at 35 highway MPG. Actual mileage may vary. Visit fuelconomy.gov for more information. 25 EPA-estimated fuel economy for 2020 Impreza CVT sedan at 36 highway MPG. Actual mileage may vary. Visit fuelconomy.gov for more information. 26 EPA-estimated fuel economy for 2020 Crosstrek CVT models at 33 highway MPG. Actual mileage may vary. Visit fuelconomy.gov for more information. 27 Performance Package models are equipped with brake pads which may produce higher levels of braking noise and brake dust, even under normal driving conditions. 28 Manual transmission models only. 29 Available at authorized retailers. See subaru.com for details. 30 Based on IIHS reporting data as of December 2017 from MY2013–2017 Subaru models equipped with EyeSight through 2017.

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Subaru Drive Magazine

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SUBARU