A close-up, low-angle shot of a person's arm and hand reaching towards a campfire. The person is wearing a yellow jacket with a blue zipper. The campfire is in the foreground, with bright orange and yellow flames. In the background, a bright sun sets over a body of water under a blue sky with wispy clouds.

Subaru Life.

2010

 SUBARU



Love every mile. Live every moment.

Life is for exploring. Whether you're hitting your favorite trail, taking a favorite road or tackling your daily adventures, Subaru vehicles are uniquely engineered to get you out, keep you going, and help you embrace more of life's opportunities. That's because every Subaru has Symmetrical All-Wheel Drive to confidently drive where you want, when you want. Smart features to help you do more of what you live for. And the reassurance of award-winning safety. It's why we hear again and again, "I love my Subaru."

Love. It's what makes a Subaru, a Subaru.



Follow your sense of adventure.

Subaru drivers just seem to do more. Because they can. We support your passions by giving you the capability to go anywhere they may lead. But we also share these through our association with partners that get people involved and make a difference.

~  subaru.com/partners



International Mountain
Bicycling Association



American Society for
the Prevention of Cruelty to Animals



AIDS LifeCycle



Subaru Rally Team USA



American Association for the
Advancement of Science



Dine Out, Fight AIDS

Dining Out For Life



American Canoe Association



Official Vehicle of Dagger



All wheels. All roads.

All the time.

We believe in using all four wheels. That's why every Subaru comes with the confidence of Symmetrical All-Wheel Drive, standard. Giving you better traction and control to seize any road and any opportunity.

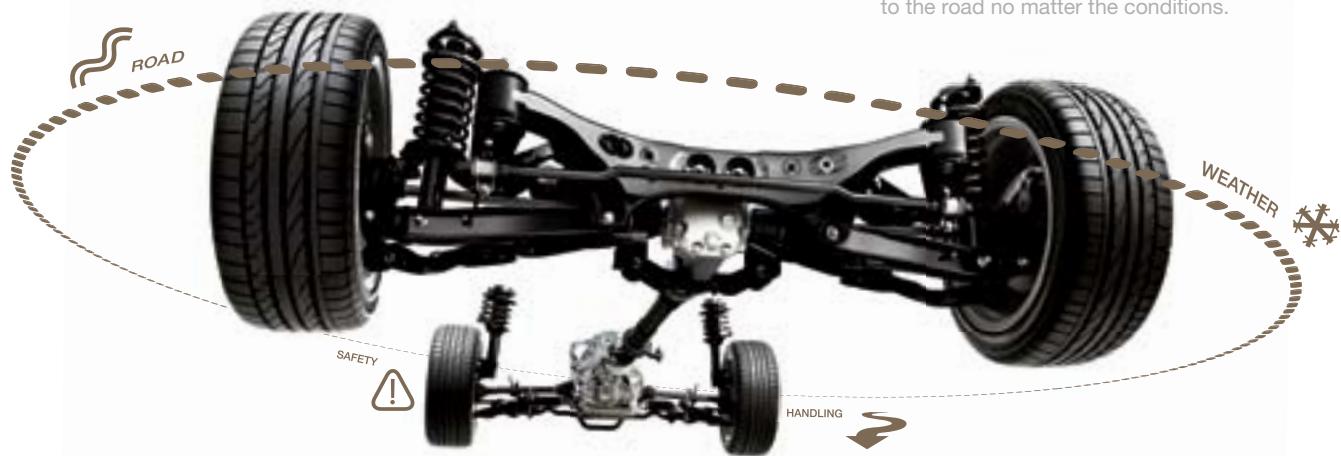
Full-time control for a full-time world.

Subaru Symmetrical All-Wheel Drive

With an almost-perfect symmetrical layout, our unique system offers better balance for stability and a more efficient flow of power to all four wheels for greater grip.

All-weather Conditions

Traction and stability keeps you connected to the road no matter the conditions.



Accident Avoidance

Being more responsive to the unexpected takes natural agility.

Spirited Handling

Dynamic steering and intuitive control comes from near-perfect balance.



more info at subaru.com/awd

We love meetings.

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, events and just talking about their favorite subject.



Subaru Enthusiast Sites Worldwide

SubaruForester.org
Legacygt.com
ClubSub.org.nz
Subaru-**Impreza**.org
sidc.co.uk
iwsti.com

ClubWRX.net
wrxownersclub.com.au
815subarus.com
itsmsubaru.com
Legacycentral.org
wrxtuners.com

SubaruManiablog.com
seccs.org
scoobycity.co.uk
TribecaForums.com
nasioc.com
SubaruOutback.org

 socsa.org.za
i-club.com
 subaruclub.ca
3gwrx.com
STIblog.com
subdriven.com



Serious.

Building a solid vehicle requires serious testing. And there has been no more punishing—and exciting—way to prove our performance than rally racing. From snowdrifts in Michigan to logging roads of New England, Subaru has taken on every condition imaginable. And won.



Fun.

The seemingly impossible is made possible when you have drivers like Travis Pastrana and Ken Block behind the wheel of a Subaru. When they want to drive just for the thrill of it, Subaru is the car they take on the road—or in the air—for some extreme performance at road racing or rally events like the X Games.



Kick up the dirt! Visit subaru.com/rally



An engine that runs on good ideas.

Subaru Boxer Engine

The SUBARU BOXER® engine is remarkably different because it generates more than power. The pistons are laid flat in a horizontally opposed design, providing powerful, yet smooth acceleration. And better yet, a lower center of gravity for increased handling stability.

more info at subaru.com/boxer-engine

Protected from every angle.



Subaru Safety

We think about safety in 360 degrees. We start by engineering our vehicles with exceptional control and accident-avoidance technologies, then we build in protection technologies. All of these precautions have led to Subaru winning awards and distinctions year after year.

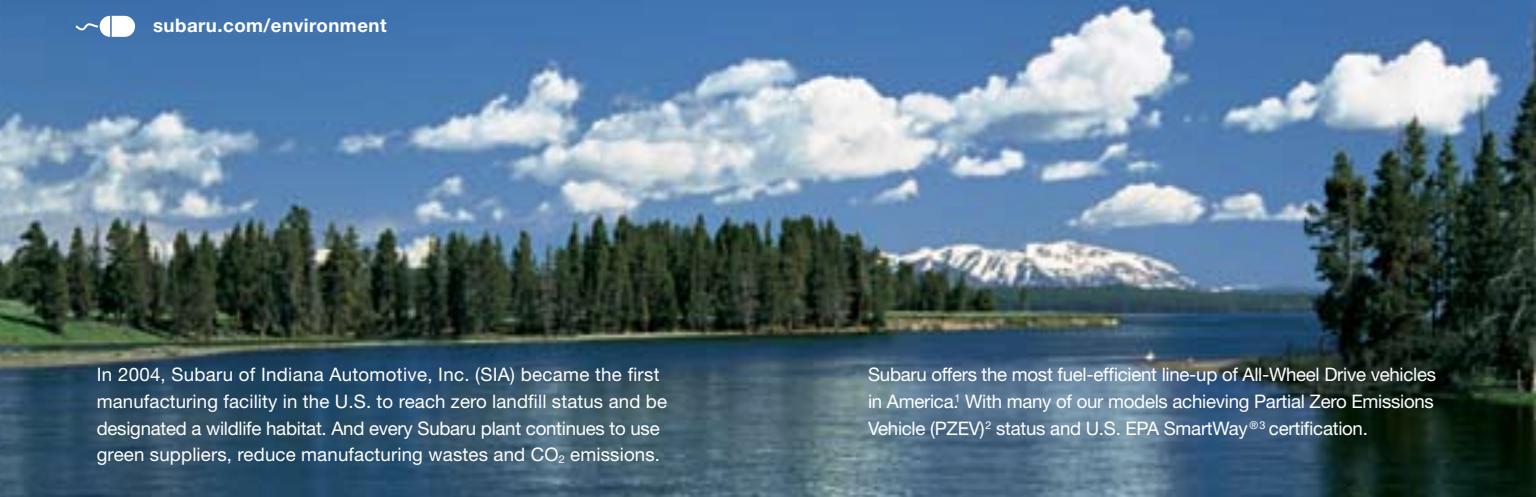


more info at subaru.com/safety

Do what comes naturally.

 subaru.com/environment

While you are out there enjoying our beautiful Earth, know that Subaru is helping to protect it by supporting groups who care for the environment and making our vehicles in the most responsible way. In 1993, we adopted an Environmental Conservation Program with the goal of building cleaner vehicles and a cleaner company.



In 2004, Subaru of Indiana Automotive, Inc. (SIA) became the first manufacturing facility in the U.S. to reach zero landfill status and be designated a wildlife habitat. And every Subaru plant continues to use green suppliers, reduce manufacturing wastes and CO₂ emissions.

Subaru offers the most fuel-efficient line-up of All-Wheel Drive vehicles in America.¹ With many of our models achieving Partial Zero Emissions Vehicle (PZEV)² status and U.S. EPA SmartWay^{®3} certification.



Leave No Trace



Mount Washington
Observatory



Greensgrow Farms



Pennsylvania Horticultural
Society



The Geological Society
of America



International Mountain
Bicycling Association

¹ Based on 2009 model year EPA combined estimated fuel economy for AWD and 4WD. Subaru average EPA city estimate is 18.7 mpg and highway estimate is 25.0 mpg. Actual mileage may vary. ² Available on 2010 Forester, Legacy and Outback models certified as Partial Zero Emission Vehicles (PZEV) that are sold and registered in California, Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode

Island and Vermont. PZEV emissions warranty applies to only certain states. See your dealer for complete information on emissions and new car limited warranties. ³ For all 2009 Forester, Legacy and Outback non-turbo 2.5i-liter models certified as PZEV that are sold and registered in California and certain other states. Visit www.epa.gov/greenvehicles for more information.



And counting.

The thing you'll notice about Subaru owners is how long they hang on to them. They even celebrate milestones like passing the 200,000 miles mark on the odometer. Or even 500,000. So it's no wonder that 94% of all Subaru vehicles built in the last ten years are still on the road today.¹

¹ Based on R. L. Polk & Co. registration data in the U.S. 1998 to 2008.

Thought out and full of useful.

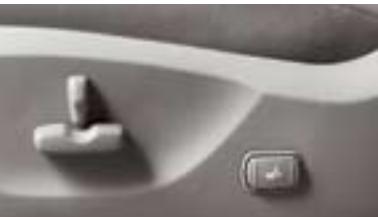


more info at subaru.com/technology

Convenience.



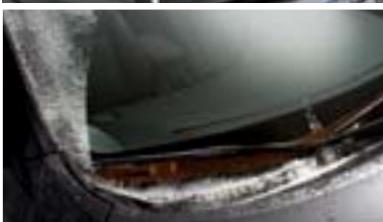
Comfort.



Connectivity.



Confidence.



Retractable cross bars

Neatly stow away your roof rail cross bars when you aren't using them.

Underfloor cargo storage

Underneath the cargo area is a tray with compartments to keep your small things in place.

10-way power driver's seat

Achieve your ideal comfort with 10 different settings, including adjustable lumbar support.

Dual-zone climate control

Driver and front passenger don't have to agree on a temperature. Each can set their own.

USB port

Hook up almost any type of portable music player with a USB cord and play and control your music through the audio system.

Bluetooth® wireless capability

Make and receive hands-free calls from your phone and stream audio to your audio system.

Voice-activated navigation

Tell your GPS navigation system exactly where you want to go, now with the voice-activated control.

Windshield wiper de-icer

Winter just got easier. Defrost your frozen windshield wipers with the press of a button.

Owners aren't the only ones passionate about us.



Forester

Drivers' Choice Award for
Best Small Utility
—*MotorWeek 2009*

2009 IIHS Top Safety Pick
—*Insurance Institute for
Highway Safety (IIHS) 2009*

Impreza

2009 IIHS Top Safety Pick
—*Insurance Institute for
Highway Safety (IIHS) 2009*

Top 10 Coolest New Cars
Under \$18,000
—*Kelley Blue Book's kbb.com 2009*

Impreza WRX

0-60 in 4.7 seconds
—*CarandDriver.com 10/08*

One of the Top 20 Greatest Cars of
the past 20 years
—*AUTOMOBILE Magazine 2008*

Tribeca

2009 IIHS Top Safety Pick
—*Insurance Institute for
Highway Safety (IIHS) 2009*

5-Star Government Crash Test Rating
—*National Highway Traffic
Safety Administration 2009*

Outback

Best New Car for
Winter Driving
—*forbes.com 2009*

5-Star Government Crash Test Rating
—*National Highway Traffic
Safety Administration 2009*

Legacy

5-Star Government Crash Test Rating
—*National Highway Traffic
Safety Administration 2009*

2009 IIHS Top Safety Pick
—*Insurance Institute for
Highway Safety (IIHS) 2009*

For the journey
called life.



2010 Forester

You never know what the day is going to bring, but you know the Forester will be able to help you make the most of it. It's practical as ever and has an advanced degree in versatility. From thoughtful grocery bag hooks to the way the rear suspension is designed to maximize rear cargo space, the Forester is ingenious inside. Add to that the confidence of Subaru Symmetrical All-Wheel Drive and a history of award-winning safety, and you'll wonder how you ever survived without it.

- 170-hp or turbocharged 224-hp 4-cylinder SUBARU BOXER® engine
- PZEV emissions classification¹
- Subaru Symmetrical All-Wheel Drive (AWD)
- Panoramic moonroof¹
- Multifunctional center console
- Reclining rear seats¹
- Retractable rear tray with dual cup holders¹
- Front, front-side and side-curtain airbags with rollover sensor²
- Touch-screen GPS navigation system¹

1 Availability varies by trim level.

2 Always wear seatbelts. Children should be properly restrained in the rear seat.



more info at subaru.com/vehicles/forester or your local dealer.



When choosing what to drive,
make sure it drives you.

2010 Legacy

The all-new Legacy really is different, for all the right reasons. You feel the difference behind the wheel. In the turns. Even your passengers feel it in the extra room in the rear seats. From the smart engineering and dynamic performance to the strength and presence evident in the exterior design, the Legacy gives you a greater sense of control, connectedness and exhilaration. It is intelligence that you can see and feel.

- 170-hp to 265-hp 4-cylinder and 6-cylinder SUBARU BOXER® engines
- 31 highway mpg and PZEV emissions classification¹
- Subaru Symmetrical All-Wheel Drive (AWD)
- Lineartronic™ CVT with manual mode and paddle shifters²
- Double-wishbone rear suspension
- Quick-ratio power steering
- Touch-screen GPS navigation system with voice-activated control and rear vision camera²
- Bluetooth® wireless phone and streaming audio capability²
- 440-watt harman/kardon® premium audio system²
- Auxiliary audio USB/iPod® port²

more info at subaru.com/vehicles/legacy or your local dealer.

1. 2.5i models with CVT transmission only. Actual mileage may vary.

2. Availability varies by trim level.

Discovery
is not just a channel.



2010 Outback

Whether it's an open stretch of road or one of your favorite open spaces, it's more enjoyable in an Outback. With more headroom and legroom, plenty of cargo space and integrated roof rails with retractable cross bars, it has the versatility to take on any adventure. And the Symmetrical All-Wheel Drive and rugged suspension give it car-like handling and the capability to embrace almost any road, even the rough ones. So grab your gear, gather some fellow adventurers, and go collect some stories.

- 170-hp 4-cylinder or 256-hp 6-cylinder SUBARU BOXER® engine
- 29 highway mpg and PZEV emissions classification¹
- Subaru Symmetrical All-Wheel Drive (AWD)
- Lineartronic™ CVT with manual mode and paddle shifters²
- Raised suspension with 8.7" of ground clearance
- Roof rails with retractable cross bars
- Underfloor cargo-area storage
- Dual-zone climate control
- 10-way power driver's seat
- 8 cup holders
- Touch-screen GPS navigation system with voice-activated control and rear vision camera²
- Bluetooth® wireless phone and streaming audio capability²

more info at subaru.com/vehicles/outback or your local dealer.

1. 2.5i models with CVT transmission only. Actual mileage may vary.

2. Availability varies by trim level.

Don't just live a little. Live a lot.



2010 Tribeca

Experiences are better when they are shared and Tribeca gives you the space and versatility to do so. Always accommodating, the Tribeca gives you three rows of seating, endless configurations and room for seven passengers. No matter the journey, the Subaru Symmetrical All-Wheel Drive means you have the capability to go just about anywhere and the reassuring safety features to help you arrive safely.

- 256-hp 6-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive (AWD)
- 5-speed SPORTSHIFT® automatic transmission
- Performance-tuned independent raised suspension
- 385-watt harman/kardon® premium audio system¹
- Bluetooth® wireless capability¹
- 40/20/40-split flat-folding reclining/sliding second-row seats
- 50/50-split flat-folding third-row seats
- Touch-screen GPS navigation system with rear vision camera¹
- Rear-seat DVD entertainment system¹
- 10 cup holders

¹ Availability varies by trim level.



Driver-friendly. Friend-friendly.



2010 Impreza

No matter what comes up, you're ready. Whether it's a spontaneous road trip or you're helping a friend move, you can volunteer because the Impreza has the flexibility and capability to adapt. Your friends will appreciate the roominess and you'll love the performance of the Subaru Symmetrical All-Wheel Drive and SUBARU BOXER® engine. And if you're looking for even more utility, the Outback Sport® comes with a roof carrier and raised suspension. Everything about the Impreza works smarter so you can play harder.

- 170-hp or turbocharged 224-hp 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive (AWD)
- 4- or 5-door body style
- 10-speaker audio system with satellite radio capability¹
- Touch-screen GPS navigation system¹
- Auxiliary inputs for portable multimedia devices¹
- Front, front-side and side-curtain airbags²
- Available Impreza Outback Sport

1 Availability varies by trim level.

2 Always wear seatbelts. Children should be properly restrained in the rear seat.



more info at subaru.com/vehicles/impreza or your local dealer.



Of course there's a following.

2010 Impreza WRX

Feel the rush of 265 horsepower in your control. The WRX uses all it's learned through rally racing and gives you better agility and handling with its track-tuned suspension and increased quickness and adaptability.

- Turbocharged 265-hp 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive (AWD)
- Track-tuned suspension
- Sport-design gauges with center-mounted tachometer



Nobody can catch up.

2010 Impreza WRX STI

The STI got its reputation by dominating in rally competitions all over the world. This untamed sibling of the WRX boasts 305 horsepower and the most sophisticated, high-performance AWD system that can be tailored by the driver.

- Turbocharged 305-hp 4-cylinder SUBARU BOXER® engine
- Driver Controlled Center Differential (DCCD) All-Wheel Drive
- High-performance track-tuned suspension
- Brembo® performance brake system



more info at subaru.com/vehicles/impreza-wrx or your local dealer.

This is how we show our love.

Owners love their Subaru. And the feeling is mutual. We take care of our owners by offering them the reassurance of protective coverage and through special benefits only for Subaru owners. Our comprehensive warranties, Roadside Assistance Program and the overall reliability of a Subaru give owners even more confidence behind the wheel.

3 years/36,000 miles New Car Limited Warranty

5 years/60,000 miles Powertrain Limited Warranty

3 years/36,000 miles Wear Item Limited Warranty

5 years/unlimited miles Rust Perforation Limited Warranty

3 years/36,000 miles Subaru Roadside Assistance Program

Subaru Added Security®

Insurance Privileges for Subaru Owners

For more information, visit subaru.com

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Never stop exploring.

Get access to everything Subaru all the time at subaru.com. Learn more about our unique features, get the latest news and hear from real owners in the Ask an Owner section. Subaru owners can even get maintenance reminders, find out about special owner events and discounts for services at mysubaru.com.



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We think before we print.

Next time you pick up a Subaru brochure, know that our environmentally sensitive printing process has reduced the amount of trees, water and energy used in our brochure production. In fact, since 2008, we have saved 1,558 trees, 653,189 gallons of water and close to 1 billion BTUs of energy. Every brochure we print is produced using this "Green Printing Process" and Forest Stewardship Council (FSC) standards. We're even using more environmentally responsible, vegetable-based inks. So whether you download a PDF or get a brochure, know that we have taken steps to minimize our impact on the Earth.

subaru.com/get-brochure



For instant gratification, download a PDF version of our brochures.



Have a printed brochure sent to you or pick one up at your local dealer.



Mixed Sources

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This brochure was printed with vegetable-based inks and produced using a "Green Printing Process" and FSC standards. The Forest Stewardship Council (FSC) is an international organization that brings people together to find solutions which promote responsible stewardship of the world's forests and environments.

By producing this brochure in a green way rather than by traditional methods, we saved 29 trees preserved for the future; 86.52 lbs water-borne waste not created; 12,698 gallons wastewater flow saved; 1,405 lbs solid waste not generated; 2,766 lbs net greenhouse gases prevented; 21,172,435 BTUs energy not consumed.



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