



BAJA

SUBARU 

The Beauty of All-Wheel Drive.



PROOF THAT INTELLIGENCE IS INHERITED.

Every Subaru carries the DNA of lessons learned in the fiercest driving competitions in the most brutal places in the world. Lessons about durability, safety, and most importantly, control. Winning the World Rally Championship a phenomenal three years in a row,

and having just won the 2001 World Rally Drivers' Championship, we know what works. That means the Baja will help take you where you want to go quickly, comfortably and safely, regardless of weather or road conditions. It's also why every Subaru features advanced

Full-Time All-Wheel Drive for maximum traction. A vehicle in control is a safe vehicle, one that inspires confidence in any situation, and is the heart of the Subaru philosophy of Active Driving, Active Safety.



Baja shown in Baja Yellow/Silver Stone Metallic

AN OPEN INVITATION TO ADVENTURE.

Remember when times were simpler? We do. It was boring. Today, with an endless variety of things to do, you need a vehicle with the flexibility to give you freedom to choose. Introducing the Baja. It gives you the comfort, ride, safety and outstanding control found in every

Subaru, but opens up a whole new way to carry things. For hauling taller items, the Baja has an open cargo bed. The integrated bed liner helps protect the bed area from dings and scratches—and makes cleaning the bed easier than ever. The skid-resistant floor helps keep loads

from shifting. The Switchback system expands the cargo bed into the passenger area for hauling longer items. And with the tailgate down, using the optional bed extender* lengthens the cargo area even further. So no matter what you do, or where you go, go to Baja first.

* The optional bed extender must be used when driving with the tailgate open.



Baja shown in Regatta Red Pearl/Silver Stone Metallic

GAME FOR JUST ABOUT ANYTHING.

Before the Baja could redefine flexibility, it first had to be a Subaru. That means providing all the ruggedness and versatility you need without sacrificing real-world safety, comfort and performance. That's why you'll find the outstanding control of the Subaru All-Wheel Driving System,

which includes a powerful 2.5-liter boxer engine. There's the added grip of a limited-slip rear differential, and a fully independent heavy-duty raised suspension for ride and handling that truck-based vehicles can't match. It's ruggedly handsome too, with oversized fog lights with stone

shields, and Silver Stone Metallic body-side cladding, tailgate cladding and bumpers. Finishing the look are roof rails with cross bars, chrome sport bars, rear privacy glass, and sporty 16-inch aluminum-alloy wheels.



Baja shown in Silver Stone Metallic (Monotone)

GETTING THERE IS MORE
THAN HALF THE FUN.

While the Baja is long on carrying ability, it's also long on comfort. You'll find standard air conditioning, cruise control, power windows, locks and mirrors, a remote keyless entry system, and the fine sounds of an AM/FM stereo with single-disc CD

player. Luxurious touches include leather-trimmed upholstery, leather-wrapped steering wheel and shifter handle, 6-way power driver's seat, a power moonroof, and center consoles with cup holders front and rear. Comfort and convenience don't stop at the

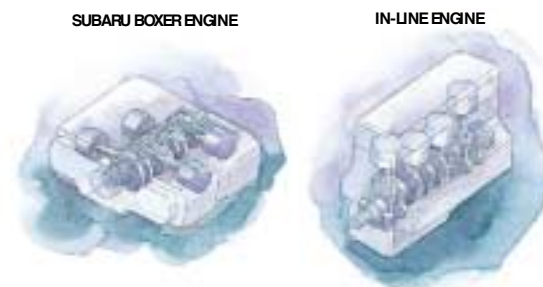
interior, either. The cargo area features an integrated bed liner, dual illumination bed light, chrome sport bars, even an integrated rear bumper step pad to make loading and unloading easier when the tailgate is closed.

Engine Technology

Any BMX racer will tell you that when the going gets rough, power is great, but you also need control. The same is true for 4-wheel vehicles. That's why you'll find the Subaru All-Wheel Driving System on every Subaru: a horizontally opposed boxer engine, advanced Full-Time All-Wheel Drive and a long travel, low-friction suspension design. Why? Because this is simply the best way to give exceptional vehicle control for outstanding response and safety. The horizontally opposed boxer engine has a lower center of gravity, helping to keep the Baja from leaning out in turns. Its compact dimensions allow it to be placed further back in the chassis, reducing weight ahead of the front wheels for more responsive handling. The engine's compact size also means a lower hoodline for better forward visibility. By closely balancing the body left to right and keeping components close to the chassis' centerline, Baja



Baja is powered by a 2.5-liter, 16-valve horizontally opposed boxer engine producing 165 horsepower and 166 lb.-ft. of low-end torque.



The horizontally opposed boxer design gives a lower center of gravity, which means reduced body roll in turns.

is exceptionally agile, yet extremely stable. A perfect partner to this innovative design is Subaru All-Wheel Drive, which constantly monitors and smoothly adjusts power to provide the best traction in any weather. For

ultimate control, the system drives all four wheels all the time. Many other AWD systems drive only two wheels until they detect a loss of traction and then respond or must be engaged by the driver. To further enhance the effectiveness of Full-Time AWD, Baja features a standard limited-slip rear differential.



Powertrain components are laid out in a straight line and close to the chassis' centerline, giving agility while providing greater stability.

Transmission Technology

Navigating challenging conditions requires that power goes where it's needed, and not where it would be wasted. Innovative transmission technologies make sure that Subaru All-Wheel Drive makes the most of its powerful engine. Our experience in rallying has led to a 5-speed manual transmission that is easy to shift, yet extremely durable. To enhance the experience,



The available automatic transmission has a gated shifter that allows control of all available gears for improved performance.



Subaru All-Wheel Drive is always directing power to both the front and rear wheels for optimum control. On curves, vehicle dynamics are constantly changing. Subaru AWD sends power to the wheels with the best traction, maximizing control through the entire curve for neutral handling. This is a distinct advantage over a front-wheel drive vehicle, where understeer may cause the vehicle to move toward the outside of a curve, or a rear-wheel drive vehicle, where oversteer may cause the back end to lose traction. Although Part-Time 4WD systems will send power to all four wheels when the system is engaged, driving in 4WD mode on dry pavement may cause increased tire wear and damage to driveline components. Subaru AWD is a Full-Time system, always engaged, providing maximum traction on all road surfaces.

there's the tactile pleasure of a leather-wrapped shifter handle on manual transmission models. Automatic transmission models feature a gated shifter design that makes selecting the proper gear simple, and a silver and black leather-wrapped shifter handle for an added touch of luxury. The All-Wheel Drive components are tailored to the type of transmission used. On manual transmission models, a viscous-coupling locking center differential provides power to the front and rear wheels. The transmission control module on models equipped with the available automatic transmission is constantly controlling the variable transfer clutch, providing maximum traction on all road surfaces. The standard 4-channel/4-sensor anti-lock braking system (ABS) communicates with the transmission control module to provide maximum traction and steering control during severe braking. Further enhancing traction, all Baja models feature the added grip of a standard limited-slip rear differential.



Baja models feature a standard limited-slip rear differential that further enhances traction. If one rear wheel starts to lose traction, power is automatically diverted to the other rear wheel—all without the need for driver intervention.

Suspension Technology

Whether you're a surfer or a sport utility vehicle, the ability to absorb the roughest conditions means comfort, safety and control. Unlike many SUVs and pickups that are hobbled by truck-based suspensions, Baja features a 4-wheel fully independent suspension that is extremely strong, supple and responsive on the road. Lessons learned in rallying have helped us develop a suspension that has generous travel for a smooth ride and ample ground clearance for obstacle avoidance. In front, the struts use L-shaped lower arms for added strength and durability. Liquid-filled suspension bushings absorb unwanted vibration. The front struts also employ rebound springs for improved lane change and enhancing the excellent handling and lateral rigidity for superb stability in cornering. Baja features a rear multi-link suspension designed for exceptional stability—and helps keep handling consistent whether



The toughest roads in the world help us build the smoothest riding vehicles.

the vehicle is heavily loaded or not.

Front and rear stabilizer bars help keep body roll in check.

An added benefit of the fully independent suspension is better wheel control. Because the suspension keeps the wheels and tires in close contact with the pavement, the Subaru All-Wheel

Drive system can provide maximum traction on all road surfaces. Adding to this control is engine-speed-sensitive power rack-and-pinion steering. By giving added assistance at lower speeds, it reduces steering effort in parking and low-speed maneuvers. At higher vehicle speeds, assistance is reduced for increased handling feel.



As the body of a vehicle leans in a turn, the suspension of the inside wheels extends. All Baja models feature a rebound spring inside the front strut that is designed to use the mass of the wheels, tires and brakes to resist this extension, reducing body roll in turns. The rebound spring also works to reduce the lift of the nose of the vehicle during acceleration.



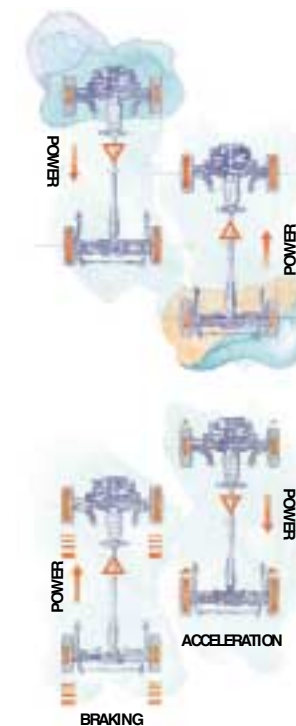
Subaru AWD not only works great in slippery conditions, but it also gives added balance and performance when roads are clear and dry.

Safety Technology

If you don't have complete trust in your equipment, do you really want to be in harm's way? We wouldn't. That's why every Subaru is designed to help you avoid trouble by giving you outstanding control in even the worst conditions. Active



In the event of a moderate to severe frontal impact, the front seatbelts feature automatic pre-tensioners to cinch the belt and force limiters to help reduce stress on the torso.



Subaru All-Wheel Drive constantly monitors conditions and sends power from the wheels that slip to the wheels that grip.

Safety means going where you want to go, and just as important, avoiding where you don't. The same features that make the Baja so enjoyable to drive also make it extremely safe. Standard AWD, responsive handling and 4-channel/4-sensor anti-lock brakes all help you to avoid harm. And that added control translates into a true feeling of confidence when you're behind the wheel. When trouble is unavoidable, an advanced Passive Safety system is there to help protect you. Ring-shaped reinforcement frames in the front, center and rear of the Baja work with reinforced side sills to disperse the energy of an impact around the passenger compartment. Front and rear crumple zones progressively deform to absorb the energy of a collision. Inside, front seatbelts with automatic pre-tensioners and force limiters, along with driver and dual-stage front passenger air bags* help protect occupants during deceleration in a collision. For added protection, interior trim surrounding the

windows is specially designed to absorb occupant impact to reduce injury in the event of a collision. And to help make sure your child safety seat is properly secured, Baja employs the Lower Anchors and Tether for CHildren (LATCH) System.* This system provides rear seat anchorage independent of the vehicle's seatbelts for installing a compatible child safety seat in either of the rear outboard positions. LATCH standardizes the installation of child safety seats to help reduce the risk of the seat being installed incorrectly.

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



Baja interior shown with Medium Gray Perforated Leather

WE BEND OVER BACKWARDS
SO YOU DON'T HAVE TO.

The innovative Baja Switchback system gives you the kind of flexibility you just won't find anywhere else. And because it's a Subaru, you'll also find a full supply of safety, comfort, and luxury. The Switchback system incorporates a door

in the rear bulkhead panel. With the rear seatback down, a durable surface allows cargo to be carried in the rear passenger area. Open the Switchback door, and the cargo bed extends into the rear passenger area for carrying long items. For your enjoyment, accommodations

include standard perforated leather-trimmed upholstery, a 6-way power driver's seat, center consoles with cup holders front and rear, and the security of headrests and 3-point seatbelts for all four seating positions.



With the Switchback door closed, you have plenty of room for four and a cargo bed floor 41.5 inches long by 49 inches wide.



Need more room? Fold down the Switchback door and have a cargo area over 74 inches long, and easy access to anything you need.



For maximum cargo space, you can drop the tailgate with the optional bed extender in place and lower the Switchback door for a cargo area over 90 inches long. Or with the Switchback system closed (as shown), and you have a cargo bed over 58 inches long and still have seating for four.

Whatever you want to do, with this versatile Switchback system, the Baja is open for it. Consider the possibilities: with room for four, you can use the cargo bed or use the optional bed extender* for even more room. With two

on board and the rear seatback down you can secure cargo internally or open the Switchback door and extend the cargo bed to allow items to be carried over 7 feet long. And with the integrated bed liner, the cargo area is protected as well.

Cargo shown for display purposes only. Always secure all cargo in vehicle. See Owner's Manual for instructions and precautions concerning cargo capacities and loading. *The optional bed extender must be used when driving with the tailgate open.



Looking for something? The standard dual illuminated cargo bed light makes nighttime loading and unloading easier.



To help secure your gear, the cargo bed features four tie-down hooks that can be used with the optional bed cargo net.



To help you keep your cool and protect the interior of the Baja from sun damage, the rear side door windows and rear window feature dark-tinted privacy glass.

With its appetite for adventure, you'll probably take your Baja on some long trips. And with an abundance of standard features, including cruise control and premium AM/FM stereo with single-disc CD player, you'll really enjoy the ride. But it's



The standard power moonroof gives you the sun during the day, the stars at night, and a refreshing breeze anytime.



Finding a comfortable place is easy with the standard 6-way power driver's seat. A manually adjustable lumbar support provides a custom fit.



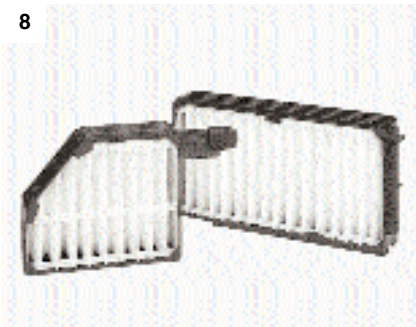
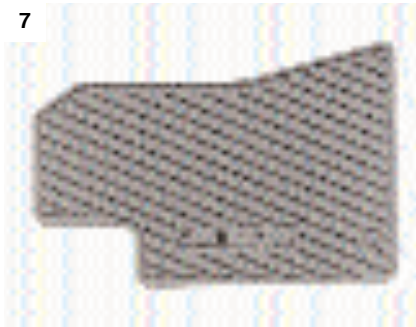
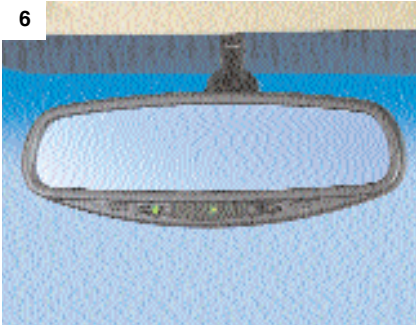
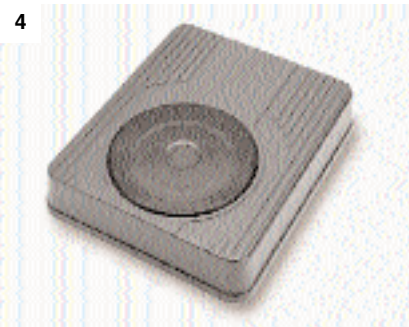
The standard remote keyless entry system makes unlocking and locking your Baja a snap. When the vehicle is locked with the remote, the system gives an audible "chirp" to confirm the vehicle is secure.

the little things that others forget that make your everyday experience so enjoyable. That's why you'll find standard center consoles front and rear, convenient mesh pockets on the front seatbacks, dual map lights and dual-illuminated visor vanity mirrors.

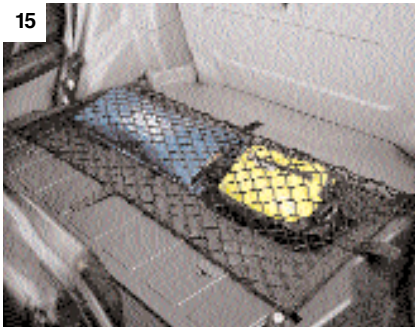
FINISHING TOUCHES

Genuine Subaru Accessories not only help you stand out in the crowd, they're the smart choice when outfitting your new Baja. Subaru specially designs accessories that are expressly made to the same high level of quality, durability, fit and finish as our cars. A perfect example is the available Security System Upgrade Kit which is designed to work with the standard remote keyless entry system on Baja. And you buy with confidence, knowing that Genuine Subaru Accessories are covered by the basic vehicle 3-year/36,000-mile limited warranty when installed at the time of

- 1 Security system upgrade kit. Upgrade the remote keyless entry with the addition of a security system.
- 2 6-disc in-dash CD changer. Allows selection and play for up to six CDs in dash.
- 3 Upgraded speakers. Speaker kit includes four upgraded speakers for a crisper sound with minimal distortion.
- 4 Sub-woofer/Amplifier. Mounts under passenger seat. Delivers super bass sound you not only hear but feel.
- 5 Tweeter kit. Special speakers help enhance high-frequency audio.
- 6 Auto-dimming mirror/compass. Includes electronic compass. Mirror darkens when headlights are detected from rear of vehicle.
- 7 Rubber mats. Heavy-gauge, custom-fitted protective mats.
- 8 Air-filtration system. Helps reduce dust and pollen infiltration within the vehicle cabin area.



vehicle purchase. For complete warranty details, see your Subaru dealer. You can raise the Baja sound system to audiophile-level performance with the optional audio upgrade components. To Baja you can add a 6-disc in-dash CD changer. Upgraded speakers offer crisper sound with minimal distortion, while the tweeter kit gives increased high-frequency response as well as improved stereo imaging. And for powerful bass, the sub-woofer amplifier adds 120 watts of power and delivers low frequency sound you not only hear, but feel.



- 9 Bed cover (Tonneau). Unique weather resistant vinyl and plastic cover helps protect bed cargo area from the elements. Vinyl cover may be rolled up and secured to access bed area.
- 10 Bed extender. Sturdy U-shaped aluminum construction extends bed floor length to nearly 60 inches. Locking straps help prevent movement during vehicle operation.
- 11 Bed bike carrier. Lockable carrier holds up to two bikes with fork mounts. Includes holders for front wheels. Shown with optional bed extender.* (available November 2002)
- 12 Bike hitch/attachment. Slides into trailer hitch to carry up to two bikes. Designed for easy dismounting of bikes without lifting.**
- 13 Bike attachment. Transports two bicycles in secure fashion.
- 14 Bed cargo net. Heavy-duty net with bungy-style straps helps hold bulky-shaped cargo to bed floor.
- 15 Cargo net, horizontal. Provides added cargo carrying capacity. Mounts horizontally to the folded-down rear seat back.
- 16 Cargo net, vertical. For secure storage of items behind the rear seat.

*Use of bed extender recommended.
**To avoid blocking rear taillights, use roof-mounted bike attachment or bed bike carrier to transport solid-wheel bikes.

FINISHING TOUCHES



17 Front end cover—full. Helps protect the front of the Baja from stone chips. Cover is custom fitted, tough weather resistant vinyl.



18 Front end cover—hood. Helps protect the front of hood from stone chips and provides a sporty appearance.

19 Hood deflector. Durable acrylic plastic wrap-around design helps protect the Baja hood from stone chips and bugs.

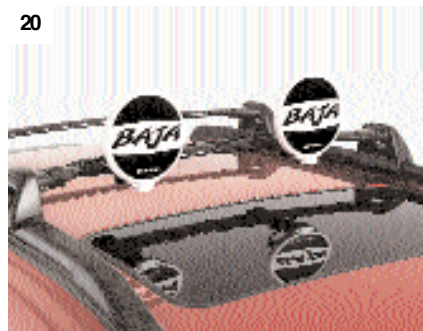
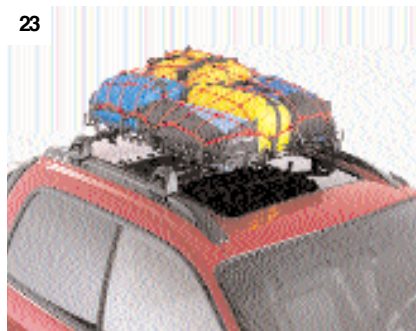
20 Sport activity lights. Illuminates the area in front of the Baja when parked. Lights mount to cross bars. Includes Baja-logoed light covers which help prevent stone damage.

21 Moonroof air deflector. Helps reduce wind noise and cuts sun glare.

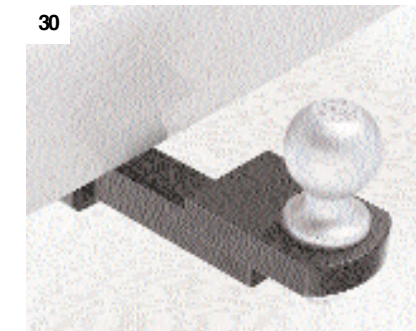
22 Kayak carrier. Attaches quickly and easily to cross bars. Carries two kayaks.

23 Roof cargo basket. Adds increased cargo carrying capacity.

24 Ski attachment. Holds up to six pairs of skis or four pairs of skis and poles. May be used to carry snowboards or fishing rods.



25 Splash guards. Color matched to lower cladding and made of durable vinyl to help protect paint finish. Set of four.



26 Rear bumper corner molding. Helps protect rear bumper from scratches and dings.

27 Engine block heater. 400-watt, 115-volt heater.

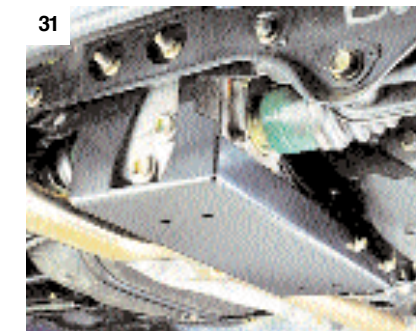
28 Battery warmer. For easier cold weather starting.

29 Car cover. Helps protect the exterior of your Baja.

30 Trailer hitch. Heavy-duty rated at 200 lbs. tongue weight, 2,400 lbs. towing capacity. (Ball not included. Trailer brakes may be needed).*

31 Rear differential protector. Helps protect rear differential from rocks and logs.

32 Wheel locks. Help protect your investment in alloy wheels and tires.



* When properly equipped. See Owner's Manual for detailed instructions you should follow when towing a trailer.

SPECIFICATIONS

ENGINE	
Type	Horizontally opposed 4-cylinder with die-cast aluminum-alloy block and aluminum-alloy cylinder heads
Displacement	2.5 liters (150 cubic inches)
Horsepower	165 @ 5600 rpm
Torque (lb.-ft.)	166 @ 4000 rpm
Valvetrain	16-valve with single overhead camshaft design (SOHC)
Fuel System	Sequential multi-port fuel injection system
Ignition System	Low-maintenance distributorless electronic
Engine Management	ECM Engine Control Module manages fuel injection and ignition systems and features learning, self-diagnosis, limp-home and anti-knock capabilities
Fuel Tank Capacity	16.9 gallons
2003 EPA Mileage Estimates (mpg, city/highway)	20/25 (manual transmission) 21/26 (automatic transmission)
DRIVETRAIN	
Manual Transmission (Standard)	5-speed manual with overdrive
Automatic Transmission (Optional)	4-speed electronically controlled automatic with overdrive. Automatic power mode engages with rapid use of the accelerator pedal.
All-Wheel Drive (AWD)	Full-time AWD system automatically distributes power between front and rear wheels based on traction needs. Manual transmission models have a viscous-coupling locking center differential. Automatic transmission models have an electronically managed continuously variable transfer clutch. All Baja models have a viscous limited-slip rear differential.
CHASSIS	
Body Construction	Unitized with front and rear crumple zones. 86% of body sheet metal is two-sided galvanized.
Suspension	Fully independent, heavy-duty raised type with coil springs Front: struts with internal rebound springs, with lower L-arms and liquid-filled rear bushings and stabilizer bar Rear: multi-link and stabilizer bar
Brakes	Power-assisted with dual diagonal hydraulic circuits and 4-channel/4-sensor anti-lock braking system (ABS) Front: 11.4-inch ventilated discs with twin-piston calipers Rear: 11.3-inch discs
Steering	Rack-and-pinion with engine-speed-sensing variable power assist
Turning Circle, Curb-to-Curb	36.7 ft.
Wheels	16-inch aluminum-alloy, Baja design
Tires	225/60R16 97H M+S all-season radials with raised white letters

DIMENSIONS <i>(inches unless otherwise noted)</i>	
Wheelbase/Length	104.3/193.3
Width/Height	70.1/64.2
Track: Front/Rear	57.9/57.7
Minimum Road Clearance	7.3 (at curb weight)
Headroom: Front/Rear	38.3/37.3
Legroom: Front/Rear	43.3/33.5
Shoulder Room: Front/Rear	53.9/53.6
Cargo Bed:	
Length	41.5
Depth	17.0
Width	49.0
Width (between wheelhouses)	39.2
Curb Weight (lbs.)	
Manual Transmission	3485
Automatic Transmission	3550
EPA Interior Volume (cubic feet)	90.5
SAE Cargo Bed Volume (cubic feet)	17.7
Maximum Towing Capacity (lbs.)*	2400 (Class One)
SAFETY	
Meets all federal passenger car safety standards	●**
All-Wheel Drive (AWD)	●
Viscous limited-slip rear differential	●
4-channel/4-sensor anti-lock braking system (ABS)	●
Dual front air bags (SRS)†	●
Dual-stage deployment passenger front air bag (SRS)†	●
Daytime running lights	●
Height-adjustable 3-point front seatbelts with pre-tensioners and force limiters	●
3-point rear seatbelts for both seating positions	●
Energy-absorbing collapsible steering column	●
Energy-absorbing front and rear crumple zones	●
5-mph impact-absorbing bumpers	●
Side-impact door beams	●
2 rear seat child safety seat anchors	●
LATCH System: Lower Anchors and Tether for Children	●
Child safety rear door locks	●
● = Standard	

FEATURES

INTERIOR	
Reclining front bucket seats with height-adjustable head restraints	●
Front seatback net pockets	●
Driver's seat lumbar adjustment	●
6-way power driver's seat	●
Rear seat headrests for both seating positions	●
Switchback System: fold-down rear seatback for interior cargo storage. Switchback door extends cargo bed into passenger area	●
Rear bulkhead panel: storage compartment with lid, jack storage compartment, two net hooks	●
Perforated leather-trimmed upholstery	●
Perforated black and silver leather-wrapped steering wheel	●
Leather-wrapped shifter handle	●
Tilt-adjustable steering column	●
Off-delay dome light	●
Dual overhead map lights	●
Front center console with lid and rear seat console with lid	●
Four cup holders: two in front center console, two in rear seat console	●
Power door locks	●
Remote keyless entry system	●
Illuminated ignition switch ring	●
Cruise control	●
Power windows with driver's side one-touch auto-down feature	●
Power moonroof with tilt and retract ventilation features	●
Air conditioning with 4-speed fan	●
Tachometer, ambient temperature gauge, digital clock, engine coolant temperature gauge, low-fuel light and digital dual-mode trip odometer	●
AM/FM stereo with single-disc CD player and four speakers	●
Baja embroidered carpeted floor mats	●

EXTERIOR	
Large dual power fold-away mirrors	●
Variable intermittent windshield wipers	●
Rear window defogger with timer	●
Multi-reflector halogen fog lights with stone shields	●
Protective rear bumper step pad	●
Roof rails with cross bars	●
Silver Stone Metallic body-side cladding	●
Rear privacy glass	●
Stylized alloy-design fuel door	●
Dual illumination cargo bed light	●
Cargo bed with drop-down tailgate	●
Four cargo bed tie-down hooks	●
Integrated cargo bed liner	●
Integrated tailgate cup holders	●
Cargo bed sport bars	●
Swing-down license plate bracket	●

WARRANTIES††

Basic Warranty:	3 years or 36,000 miles, whichever comes first
Powertrain Warranty:	5 years or 60,000 miles, whichever comes first
Rust Perforation Warranty:	5 years, unlimited mileage

* When properly equipped. See Owner's Manual for detailed instructions you should follow when towing a trailer.

** Except for rear privacy glass.

† The Supplemental Restraint System (SRS) (air bags) affords the driver and front passenger additional protection in a moderate-to-severe frontal collision. This system provides supplemental protection only, and seatbelts must be worn in order to avoid injuries to out-of-position occupants upon bag deployment and to provide the best combined protection in a serious accident. Children should always be properly restrained in the rear seat.

†† For complete warranty information, including coverage and exclusions, see your Subaru dealer.

Specifications in this brochure are based on the latest product information available at the time of publication. Some equipment shown in photography in this brochure is optional at extra cost. Specific options may be available only in combination with other options. Specific combinations of equipment or features may vary from time to time and by geographic area. Certain accessories and equipment may not be available at the time of publication. Subaru of America, Inc., reserves the right to change or discontinue at any time, without notice, prices, colors, materials, equipment, accessories, specifications, models and packages without incurring any obligation to make the same or similar changes on vehicles previously sold. Colors shown may vary due to reproduction and printing processes. For more information, contact your Subaru dealer. Subaru, Switchback and "The Beauty of All-Wheel Drive." are registered trademarks. Baja is a trademark.

Learn more about Subaru on the Web at www.subaru.com.



EXTERIOR COLORS



Baja Yellow/
Silver Stone Metallic



Black Granite Pearl/
Silver Stone Metallic



Regatta Red Pearl/
Silver Stone Metallic



Silver Stone Metallic
(Monotone)

INTERIOR COLOR



Medium Gray Perforated
Leather-Trimmed with Black
Vinyl Bolsters

The Baja is brand new, so we don't have any awards to tell you about. Yet. But it does have award-winning genes. The Impreza WRX was named 2002 Automobile of the Year by *Automobile Magazine*, Winner of *Car and Driver's* 2002 10Best Cars, along with *MotorWeek* Driver's Choice Awards—Best Sports Sedan. And Edmunds.com gave the WRX the Most Wanted Vehicle Award for 2002—Sport Sedan under \$30,000. And Kiplinger's Personal Finance named Forester L "First for Safety".* And our



commitment to value and quality

makes the Forester being named a

"Best Bet for 2002" ** in the Mid-size Sport Utility category by

The Ultimate Car Book 2002 particularly nice, considering they



also named the Legacy a "Best Bet"

for the 5th year in a row. And because

we're in this for the long haul, we're extremely pleased that the

Legacy was recognized by Polk for having the highest model



2001 Polk Automotive
"Loyalty Award"

loyalty in the Mid-Size Car segment, and

Forester the highest model loyalty in the

Compact SUV segment for the 2001

model year.*** Talk about family values.

To learn more about the entire award-winning line of Subaru vehicles,

visit us on the Web at www.subaru.com or call 1.800.SUBARU-3.



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**Mid-size Sport Utility category, the *Ultimate Car Book 2002* (HarperCollins)

***According to Polk statistics for the Compact SUV Category in the 2001 model year, Subaru Forester and Subaru Legacy ranked highest by having the greatest percentage of households return to purchase or lease another Subaru Forester or Subaru Legacy vehicle.

Subaru is dedicated to providing

programs for outdoor recreationalists

nationwide. We are proud to be

associated with the Professional

Surfing Tour Association,

National Ski Patrol, Professional

Ski Instructors of America,

Subaru Factory Team, American

Cross Country Skiers, American

Association of Snowboard

Instructors, Atlas Snow-Shoe

Company, and the SWIX Technical

Force Team, as well as the

International Mountain Bicycling

Association, Subaru Gary Fisher

Mountain Bike Racing Team,

Masters Rowing Association,

American Canoe Association,

Dagger Canoe and Kayak Company,

Leave No Trace and L.L.Bean.

Subaru supports the U.S. Forest Service's "Tread Lightly!"

organization and urges yo

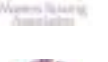
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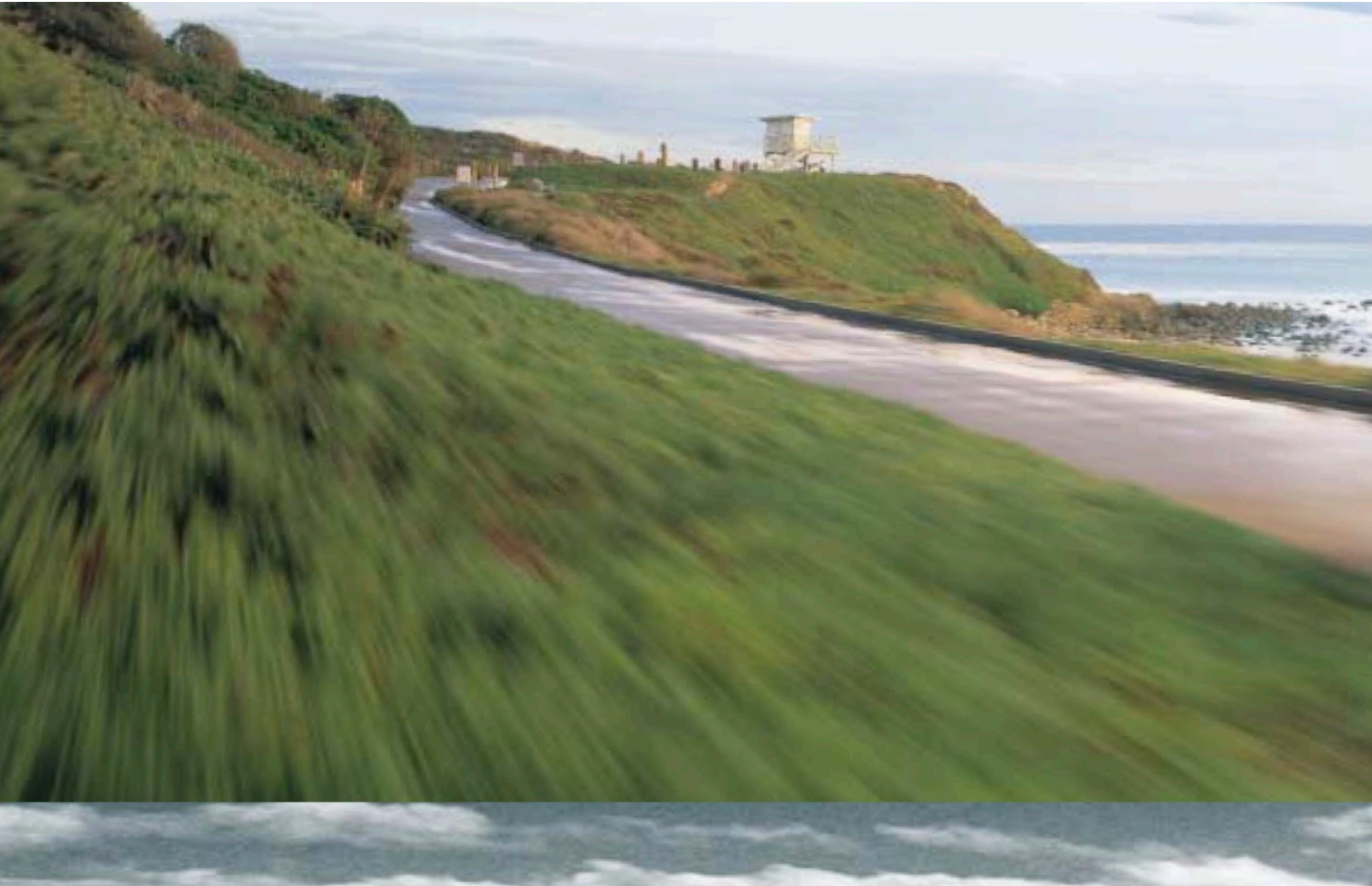
go off-highway.



The Subaru Roadside Assistance Program covers all 2003 Subaru vehicles during the first three years or 36,000 miles, whichever comes first. By calling the toll-free number in the Owner's Information Kit, Subaru owners can take advantage of any of the following benefits:

- 24-hour Roadside Assistance, seven days a week, 365 days a year all throughout the United States.
 - Emergency Towing Service to the nearest authorized Subaru dealer.
 - Emergency Roadside Assistance for jump starts, gasoline (up to two gallons), flat tire change, emergency lockout service (lost key or key is locked in the vehicle) and emergency fluid replacement.
- See your Subaru dealer for details.





Learn more about Subaru on the Web at www.subaru.com.



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