

2022 ISSUE



SUBARU

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The geographical forces that have conspired to shape New Zealand's stunning natural scenery also make it a tricky place to get around.

Beyond the urban jungle, narrow, twisty roads, many unsealed, and weather that manages to cram four seasons into an afternoon demand a vehicle tailored to extremes.

NEW ZEALAND

MADE FOR EACH OTHER

SUBARU

Subaru's fundamental design and technology ethos is to deliver unrivalled driving confidence in all conditions, and all terrains. And it is why every single Subaru has All-Wheel Drive. It delivers the control to handle the unexpected. From control comes confidence, from confidence comes comfort, and when you're comfortable – the fun just happens.

THE ONLY
THING THAT
CHANGES
FASTER
THAN THE
WEATHER...

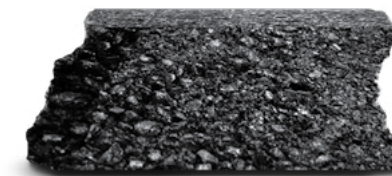
NEW ZEALAND DRIVING SURFACES



GRAVEL

Greywacke, scoria, limestone, nearly a third of all roads in NZ are made from the loose stuff.

Avoiding it is not an option, since most of New Zealand's best features are found at the end of an unsealed road.



ASPHALT

The other two thirds come in the form of good-old, sealed tarmac. Often more old than good, with varying degrees of grip. Plus, an unexpected downpour can make any given road greasier than a cheap sausage roll.



ICE

Not only does it rain in NZ, it can get very cold, very quickly. Black ice can form on a shopping centre carpark or a remote highway, neither being desirable places for spontaneous automotive ice-skating.



OTHER

Farm tracks, paddocks, boggy berms, slippery boat ramps, frosty footy fields, treacherous driveways, and state highways which are also somehow beaches – NZ provides a diverse range of challenges for the average driver.

ALL-WHEEL
DRIVE
IS YOUR
ALL ACCESS
PASS



SUBARU DRIVING PLATFORM: ALL-WHEEL DRIVE

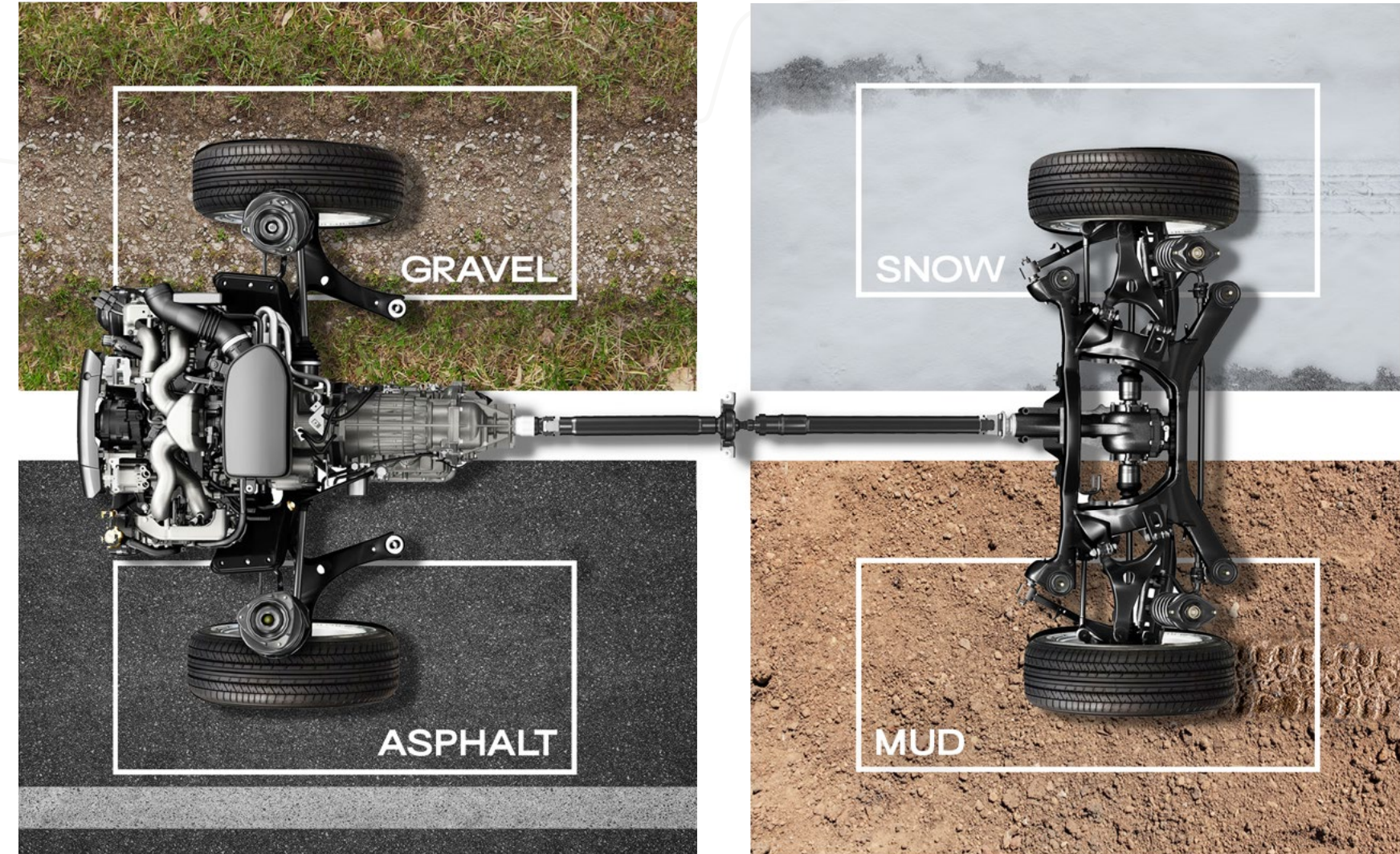
Given the roads Kiwi drivers have to contend with, our Symmetrical All-Wheel Drive system is an indispensable feature for getting around in NZ.

The way it works is simple – as soon as your Subaru senses a loss of traction in any of the four wheels, it instantly transfers that power to the other wheels that still have grip, giving them the extra oomph to get you out of trouble. It happens so seamlessly you probably won't even notice it, you'll just feel that famous Subaru handling.

For 50 years our engineers have been perfecting our symmetrical platform, creating an innate sense of balance, with a lower centre of gravity, for greater stability around corners and a smoother power delivery.

Now our famous All-Wheel Drive feeling is available as an e-Boxer Hybrid, and soon a fully electric model, which means you won't just be able to handle New Zealand's terrain, you'll be able to handle it with care.

SCAN TO WATCH & DISCOVER
THE UNEXPECTED BENEFITS
OF ALL-WHEEL DRIVE.



ROUND
HERE IT PAYS
TO HAVE
ANOTHER
PAIR OF
EYES ON
THE ROAD...

'CAUSE YOU NEVER KNOW WHAT'S AROUND THE CORNER



Fist-sized hail one minute and light cloud the next. The one thing you can be sure of when it comes to weather in NZ: There will be weather in NZ.



With almost 40 million domesticated animals, expect at least one of them to have found a way through a fence somewhere along your journey.



Apart from a few flat bits here and there, NZ is mostly hills and mountains. With the great vistas and ski slopes comes landslips, odd cambers, and keen cyclists.



It happens.

EYESIGHT CRASH AVOIDANCE & DRIVER ASSIST

EyeSight® is Subaru's award-winning system of cameras and clever computing that acts as your second pair of eyes. It provides a host of safety and driver convenience features. And comes standard in all automatic Subarus.

It uses three-dimensional images captured by cameras mounted at the top of the windscreen to monitor the road, and other road users ahead of you. It can do everything from recognising and preventing potentially dangerous situations to making heavy traffic a bit less tedious.

**SCAN TO WATCH & DISCOVER
THE UNEXPECTED BENEFITS
OF EYESIGHT TECHNOLOGY.**



PRE-COLLISION BRAKING, BRAKE ASSIST, & THROTTLE MANAGEMENT

This helps avoid or reduce the severity of frontal impacts. If the driver is distracted and fails to break, applies inefficient braking pressure, or mistakenly pushes the accelerator the car can intervene.



ADAPTIVE CRUISE CONTROL

This maintains the speed set by the driver, but also regulates the vehicle's speed to maintain a set distance from the car in front, adjusting when the vehicle ahead slows down or accelerates back to the set speed again.



LANE SWAY & DEPARTURE WARNING

This monitors the vehicle's position within the road lane markings and sounds a warning when it recognises the potential for the vehicle to unintentionally move out of its lane, or when swaying within the lane is recognised.



LANE KEEP ASSIST

This recognises the lines on both sides of the lane and has steering assist controls to keep the driver in the middle of the lane by applying a small amount of torque on the steering wheel.



LEAD VEHICLE START ALERT

This prompts the driver to take action when traffic has started moving again by identifying that the vehicle in front is moving away after being stationary. No more getting honked at for not moving off fast enough.



THE NEXT GENERATION EYESIGHT®

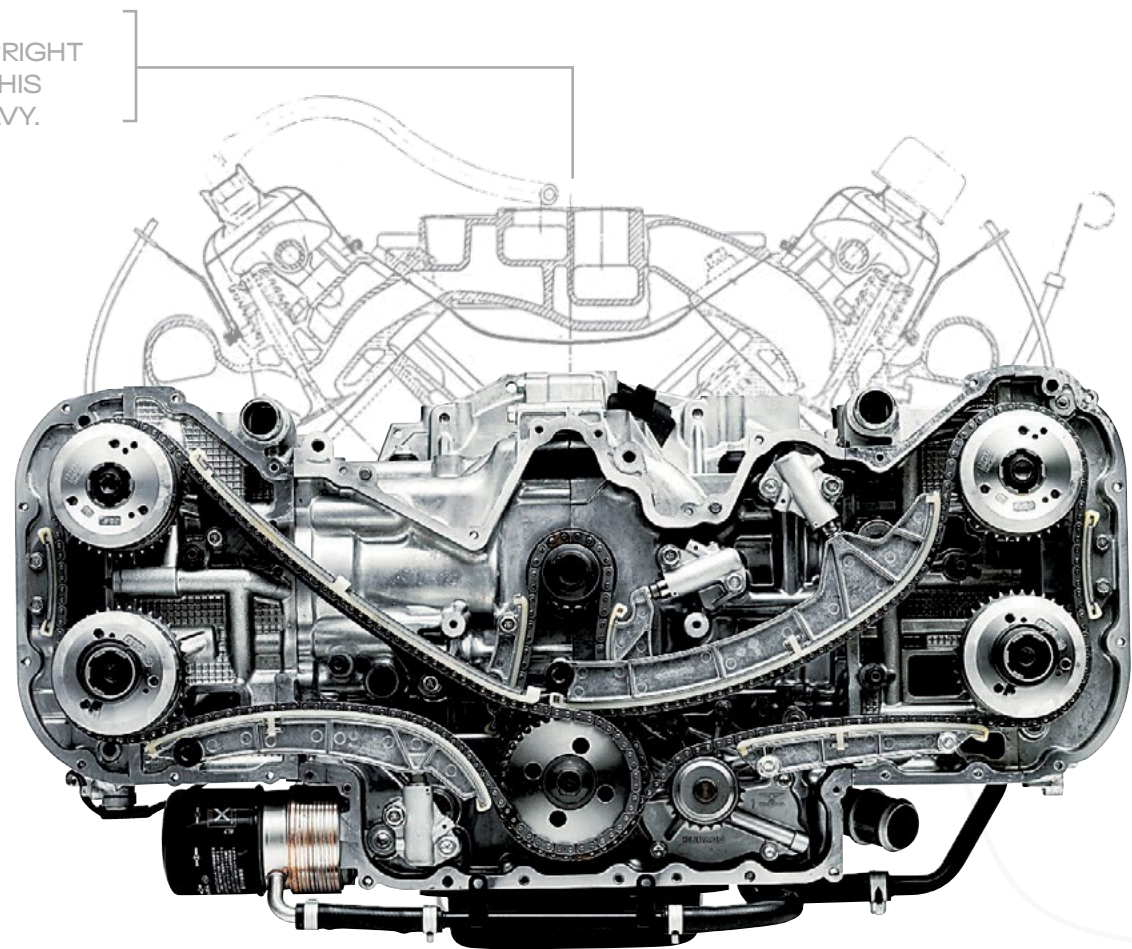
Available in the new Outback and selected features on the new Forester, this generation adds features such as Lane Centring Function, Autonomous Emergency Steering and Speed Sign Recognition. Explore the range to find out more about these new features.



FOR BEST RESULTS

**POINT AWAY
FROM
THE CITY**

MOST ENGINES HAVE PISTONS STANDING UPRIGHT OR IN A 'V' POSITION. THIS MAKES THEM TOP HEAVY.



SCAN TO WATCH & DISCOVER MORE UNEXPECTED BENEFITS OF THE SUBARU BOXER ENGINE.



A BOXER'S PISTONS ARE HORIZONTALLY OPPOSED CREATING A UNIQUELY STABLE AND BALANCED ENGINE.

OUR BOXER ENGINE KEEPS YOU GROUNDED.

Every Subaru has another hidden advantage over ordinary cars: A lower centre of gravity. That's thanks to its distinctive 'flat' Boxer engine. Horizontally opposed pistons are balanced with the punching action of two boxers, hence the name, and allow for the lower profile engine. When combined with the AWD platform, every Subaru handles like a dream. But the Boxer engine benefits the driver in other ways too.



LOWER CENTRE OF GRAVITY. MORE CONTROL.

Designed to sit horizontally in the engine bay, the iconic Boxer gives you a low centre of gravity for better handling, balance, and a smoother drive.



MORE POWER. LESS VIBRATION.

The evenly balanced forces of the engine produce more torque with less vibration. And with less vibration comes less noise, and greater cabin comfort.



FLATTER ENGINE LAYOUT. HIGHER LEVEL OF SAFETY.

Perhaps most importantly of all, if a severe frontal collision occurs, due to its low position, the engine will slide below the cabin – not into it.



OUR BOXER
ENGINE KEEPS
YOU GROUNDED...**MOST
OF THE
TIME**

BOURNE
SAINZ
MCR AE
BURNS
SOLBERG
MAKINEN
PADDON
HUNT

SUBARU'S RALLY HERITAGE

Anyone familiar with rallying, recognises the iconic blue and gold blur. Subaru, with its Boxer engine and All-Wheel Drive, dominated the international rally scene for decades. Despite formally withdrawing from the competition in 2008 to give other manufacturers a chance, Subaru continues to leave its mark on the sport.



The story begins in the 1980s, when Subaru Rally Team Japan entered the Subaru Leone in the 1980 Safari Rally. The Leone failed to finish the grueling desert event, but the seed was planted.

Rally legend, and Kiwi, Possum Bourne scored Subaru's first podium position in the '87 rally of New Zealand.

In 1989, the Subaru World Rally Team was created to enter the recently introduced Legacy RS in the WRC.

In the Legacy RS and the Impreza, drivers such as the legendary Colin McRae and Carlos Sainz took the Subaru World Rally Team to victory in the 1995 Drivers' Championship and the 1995, 1996 and 1997 Constructors' Championship.

Richard Burns driving the WRC99 came second in the Drivers' Championship in 1999 and 2000, and won it outright in 2001.

The team was then bolstered by Peter Solberg and four-time champion Tommi Mäkinen. Solberg won the team's final Drivers' Championship in 2003.

Even though Subaru officially withdrew their team in 2008, their vehicles continue to leave their imprint on the world landscape with Hayden Paddon winning the 2011 Production World Rally Championship in his Subaru WRX STi; the first New Zealander to do so.

And Subaru of New Zealand have continued to foster the next generation of Kiwi rally talent locally, including the previous two-time NZ Rally Champ, Ben Hunt.

MADE
FOR OUR
ENVIRONMENT

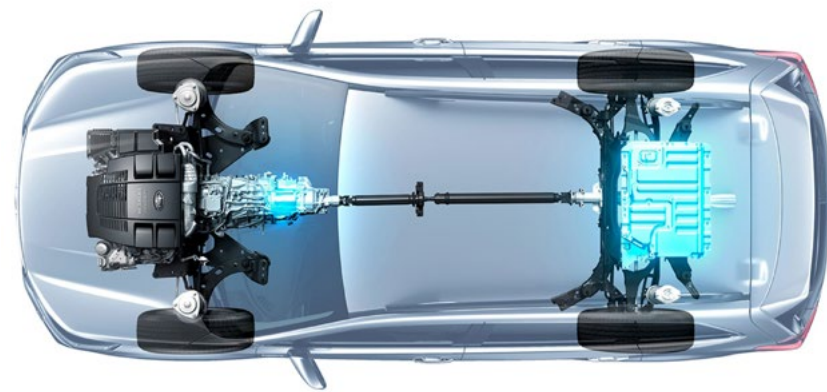


DESIGNED FOR THE FUTURE

Subaru doesn't just handle the rugged mountains and coasts of New Zealand, we handle them with care. We are committed to bringing hybrid and EV technology to our vehicles.



SCAN TO DISCOVER MORE UNEXPECTED BENEFITS OF THE NEW e-BOXER HYBRID.



THE NEW E-BOXER HYBRID

In 2020 Subaru New Zealand started its journey towards a more sustainable future when we welcomed our first e-Boxer Hybrids. We may not have been the first, but we didn't want to introduce a Hybrid until we could make it a Subaru.

Our Hybrid platform has been engineered to enhance everything which makes it a Subaru – our legendary All-Wheel Drive, and the Boxer engine's low centre of gravity, all help you take on any terrain, while the Hybrid engine gives you greater fuel efficiency and treads more lightly on this beautiful place we call home.

SELF-CHARGING

As a self-charging hybrid the e-Boxer collects energy in its compact lithium-ion battery whenever you brake or decelerate. This in turn powers its electric motor, offering greater fuel efficiency.

ENHANCED DRIVER MODES

With different drive modes like; Electric Only (for an efficient ride), or Motor Assist (for when you need some low-end pep), the electric energy is used to enhance the car to automatically switch modes depending on the terrain it's handling.



WHAT'S AROUND THE CORNER FOR SUBARU?

As we continue our journey towards a more sustainable future, the next step for Subaru is to launch our first all-new electric All-Wheel Drive SUV in New Zealand – the SOLTERRA. Taking its name from the Latin words 'SOL' meaning 'sun' and 'TERRA' meaning 'earth', this EV will co-exist in our beautiful country to ensure we can still get out and explore the places we'd rather be while taking care of it at the same time.

The Subaru SOLTERRA EV will have All-Wheel Drive at the heart of its DNA, enabling it to contend with

the windy unsealed roads and arduous weather conditions we have here in New Zealand, ensuring it has the go-anywhere capabilities you'd expect from a Subaru.

We look forward to bringing our exciting new electrified technology to New Zealand to continue helping Kiwis explore Subaru Country.

SCAN TO KEEP UP-TO-DATE ON SOLTERRA EV FUTURE ANNOUNCEMENTS.



A SHARED CONNECTION TO THE STARS

MATARIKI

- Matariki returns to Aotearoa every year, bringing with it celebrations of Maori New Year. It's a time to get together with whānau, reflect on the past, and plan for the future. And, of course do some stargazing.

'Subaru' is the Japanese name for the Matariki constellation. The stars have been on the front of every Subaru since the 1950s guiding us on our many adventures. To honour this connection, we're including a map in every new vehicle showing you the way to the best spots in the country to view the appearance of Matariki.

SUBARU

ANOTHER REASON WE FEEL AT HOME

SCAN FOR OUR
HELPFUL MAP
TO MATARIKI



WELCOME TO SUBARU COUNTRY.

NEW ZEALAND.

A country built for adventure, with a lifetime of places to discover. Where cities quickly become mountains. Native forests hide sprawling, rugged beaches. And the end of the road is often just the start.

A country where the weather changes as quickly as the landscape. Torrential one second. Tranquil the next.

It's this uncompromising, beautiful land of four-seasons-in-one day, that is home to something else equally impressive. The most Subaru drivers per capita in the world.

It's not hard to see why.

Subaru's unique All-Wheel Drive technology is like an all-access pass, giving you the ultimate getaway car to escape. Engineered to transport you in all seasons, in all conditions to the places you'd rather be.

So, grab your keys, and unlock where to next. Campsites. Bike trails. Surf breaks. Hidden waterfalls. Or simply, the backroads to the bach. Because with Subaru you're always in control. Even when you lose reception.

We may not be born here, but it sure feels like home.



LET THE
ADVENTURES
BEGIN



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