

autumn 2007

# SIX★STAR

The Magazine for Canadian Subaru Owners



- ★ **all-new 2008 Impreza: gets the pulse racing**
- ★ Ironman champion Lisa Bentley ★ Targa: the ultimate North American rally
- ★ Sowerby's story: world record-breaking driving adventures

# Introducing the new 2008 Subaru Impreza.



The Japanese car the Germans wish they'd made.

Built to make other engineers mutter, "Verdammt, why didn't we think of that?", the Impreza's horizontally-opposed SUBARU BOXER engine and symmetrical full-time All-Wheel Drive system mean unsurpassed handling, control and cornering. Not to mention renowned Japanese reliability. It's a car that's easy to love, and just as easy to hate if you didn't make it.



imprezaenvy.com



## show stoppers for 2008

- page 18** – A whole new brand of excitement behind the wheel – the all-new 2008 Impreza hits the streets!
- page 10** – New for 2008, Tribeca turns heads with a bold and stylish new look, plus power to please and enhanced versatility.
- page 14** – The 2008 Subaru Legacy and Outback deliver more of a great thing – more style, more fun and more efficiency.
- page 23** – The 2008 Forester Anniversary Edition is a milestone SUV worth celebrating!



## striving for excellence

**page 30** – What does it take to swim for 3.8 km, bicycle for 180 km and run for 42.2 km – consecutively? If you are Lisa Bentley, 11-time Ironman Champion, it takes training, training and more training. But equally important, is the mindset to race for personal excellence, no matter what obstacles are thrown in her path.



## a career built on adventure

**page 26** – Meet Garry Sowerby. He is one of a rare breed who has managed to forge a living doing something he is passionate about. Garry's passion: Seeing the world one fantastic road at a time and breaking world records along the way. This is the story of one man's fascinating life behind the wheel.



### subaru news

**page 5** – From dealers who can't stop at one, to 35 years of Symmetrical All-Wheel Drive, from golf to kids, and from trees to competing with ease, find out what's happening at Subaru Canada, Inc.

### environment

**page 34** – Discover how Subaru has come clean and green.

### tech talk

**page 36** – Planning a road trip before the warm weather disappears? Find out how to make sure your Subaru is ready to roll.

### rally

**page 24** – Targa Newfoundland – Over 2,000 km of fantastic roads and talented drivers from around the world. It's quite the ride!

### subaru owners

**page 38** – Meet James McIntosh Jr., the Club Principal and Webmaster of the Toronto Subaru Club. Learn how his love for Subaru has turned into a passionate hobby.



#### The Subaru Privacy Mission Statement

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# behind the wheel



PHOTO: ALDAS MINIKELIUS

Subaru Canada's executive team, from left to right: Ted Lalka – Vice President, Product Planning & Public Relations; Brian Hawkins – Senior Vice President; Yasushi Enami – Vice President/ Secretary & Treasurer; Katsuhiro Yokoyama – President & CEO; Susumu Kamiyoshihara – Director, Assistant to the President, After Sales; Gary Filippini – Vice President, Administration & Customer Loyalty; Don Durst – Senior Vice President, Sales & Marketing

Subaru has always maintained a proud tradition of breaking new ground. It can be said that we are constantly working to innovate and captivate! How do we do it? Simple – a great team. In Japan, we've got a dynamic product development team that responds to our customers' dreams. Here in Canada, our team has a knack for getting the right product to the right place at the right time. Customer satisfaction is a top priority for our strong network of Subaru Dealers. But perhaps the most important members of our team are you, our customers. Through your love of driving, you inspire us to create great cars that are simply fun to drive.

It stands to reason, then, that this issue of *Six Star* is a celebration of performance and the love of driving. These two elements are a marriage made in heaven for the new 2008 Subaru Tribeca, Legacy, Outback and Forester Anniversary Edition. Along with the introduction of the highly anticipated all-new Impreza, the exciting 2008 model lineup begins an even greater chapter for Subaru. After you read all about the innovations to these driving machines, your toughest choice is going to be which one you want to drive!

And, while you are thinking about driving, read all about one man who has managed to set world records and forge a great living behind the wheel of a car. Garry Sowerby's fantastic adventures are the topic of "Sowerby's Road," on page 26.

Of course, peak performance is not always achieved behind the wheel of a great car. Lisa Bentley is one fantastic athlete who has used her physical power and her mental strength to cross the finish line first in 10 different Ironman triathlon events. Now that's performance! Find out what drives Lisa in "Going the Distance" on page 30.

There is plenty more to read about – from accolades to anniversaries, triathlons to Targa Rally championships, being 'green' and driving your dream, it's all here in *Six Star*.

## a tradition of breaking new ground

### Subaru Celebrates 35 Years of Symmetrical All-Wheel Drive



In 1972, when most automobile manufacturers were shifting their focus from rear-wheel drive to front-wheel drive technology, Subaru was already way ahead of the game.

At the time, the company's engineers realized that distributing power to four wheels instead of just two – regardless of whether they're the front or the back wheels – could create more predictable handling and improved safety in all weather conditions. It would take most of the industry about 30 years to arrive at this same conclusion.

Starting with a blank sheet of paper, the engineers designed a simple all-wheel drive (AWD) layout that is still used to this day: a drivetrain that uses a horizontally-opposed engine in front, connected to a front differential, then a transmission, a transfer case and a rear differential.

All of these components were arranged symmetrically along the centreline of the vehicle, thereby inspiring the term "Subaru Symmetrical All-Wheel Drive".

Since that time, many refinements have been made to this AWD system – refinements that have kept Subaru at the very forefront of design and engineering. What follows is a brief overview of the major developments that took place along a 35-year path of leadership.

**1972-1986** – All Subaru vehicles are front-wheel drive with on-demand AWD. A lever or switch (depending on the model) is used to engage the rear wheels for more traction.

**1987** – The Subaru XT6 and the FX are the first vehicles with a full-time AWD transmission. A manual transmission with an open centre differential distributes torque evenly between the front and rear wheels (50/50) and is locked with the touch of a switch.

**1988** – The 4-speed Electronic Automatic Transmission (4EAT), the first true Subaru AWD transmission featuring computer-controlled torque transfer to the rear wheels, is introduced. The system will maintain power distribution between front and rear wheels at 60% / 40% using input from throttle sensor, vehicle speed and wheel slippage.

**1989** – The first Subaru Legacy brings improved versions of the manual and automatic transmissions. A new AWD manual transmission equipped with a viscous-coupling centre differential eliminates the need for the driver to lock

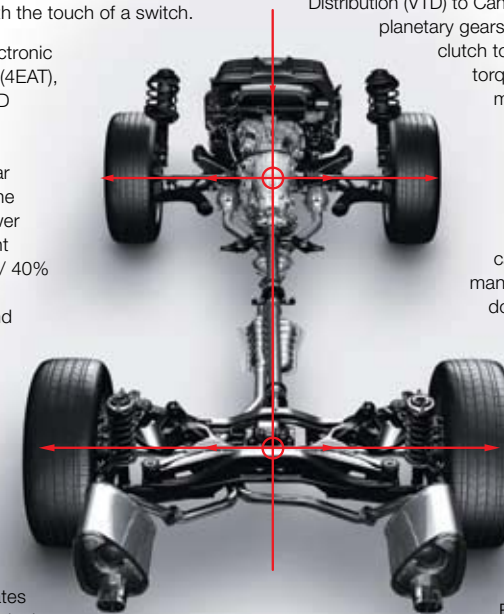
the differential manually. The 4EAT features a revised AWD electronically-controlled multi-plate transfer clutch that better controls torque transfer to the rear wheels.

**1995** – Subaru leaves the front-wheel drive arena to focus on AWD exclusively.

**2000-2001** – The automatic transmission in the Subaru WRX and H6 engine brings Variable Torque Distribution (VTD) to Canada. This system uses planetary gears as opposed to a transfer clutch to transfer torque to the wheels; torque split is set at 45/55 for more sporty driving.

**2003** – The 6-speed manual transmission debuts in the Subaru WRX STI. With its Driver Controlled Centre Differential (DCCD), the driver can choose the torque split manually or allow the computer to do all the work automatically. A true wonder of automotive engineering.

**2004** – The 5-speed Electronic Automatic Transmission with SPORTSHIFT™ (5EAT SS) is introduced featuring VTD and the ability for drivers to choose between three different drive modes – Economy, Sport and SPORTSHIFT™.



So, after 35 years of evolution and continuous refinement, Subaru now has an AWD system suited to every driver's needs. The multi-plate transfer clutch system is front-wheel drive biased for safety and predictability, while the 6-speed DCCD manual transmission used in the STI makes every trip a thrilling one. This approach translates into a better experience behind the wheel for every driver in all kinds of driving conditions. ➔

## safety update

Building fun to drive vehicles that are exceptionally safe is our number one priority. See what third-party safety experts say about our vehicles.

*(Not all 2008MY vehicles have been tested to date.)*

### TRIBECA

**5-Star Crash Rating†**  
National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (2008 Model Year)

**Top Safety Pick\***  
Insurance Institute for Highway Safety (2007 Model Year)

### IMPREZA

**Good Rating†**  
Frontal, Side & Rear  
Insurance Institute for Highway Safety (2007 Model Year)

### OUTBACK

**5-Star Crash Rating†**  
National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (2007 Model Year)

### LEGACY

**Top Safety Pick\***  
Insurance Institute for Highway Safety (2007 Model Year)

### FORESTER

**Good Rating†**  
Frontal, Side & Rear  
Insurance Institute for Highway Safety (2007 Model Year)

**5-Star Crash Rating†**  
National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (2008 Model Year)

**For more information go to:**  
[www.safercar.gov](http://www.safercar.gov)  
[www.iihs.org](http://www.iihs.org)

†Ratings of "Good" are the highest rating awarded for 40-mph frontal offset, 31-mph side-impact and 20-mph rear-impact crash tests conducted by the Insurance Institute for Highway Safety (IIHS). \*A "Good" rating obtained in all three crash tests and the availability of Electronic Stability Control (ESC) achieves a "Top Safety Pick".

†U.S. Government star crash-test ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)). A 5-star crash-test rating is the highest government rating for a) driver and right front seating positions in frontal crash tests and b) front and rear seating positions in side-impact crash tests.

## following his passion in work and play

It would be fair to say that Thomas Glen is a passionate person. One of his greatest passions is automobiles. "I love cars," he says. "I am interested in all makes and models, interested in the technology, interested in safety, reliability, fuel efficiency and performance." It's a good thing, too. Thomas is the Dealer Principal of the Olympic Auto Group, which includes Subaru Dealerships in Regina, Calgary and Richmond.

Thomas loves to sell cars, as long as it's the right car for the right person. "Whether you are a busy parent taking your kids to soccer or a triathlete hauling your bike to a race, the vehicle you drive speaks volumes about the passions of your life," says Thomas.

And he knows a thing or two about hauling a bicycle to a race. He has competed in the Subaru Ironman Canada seven times. "There are parallels you can draw between being a triathlete and



being in the car business," he explains. "Determination is critical to succeed in the Ironman, but you can't do it on guts alone. You need planning, organization and training. If you want to have a great race, you have to train. The same holds true for the car business. If you take the time to prepare, you are going to have better results."

That simple understanding is one of the fundamental factors behind the success of these three Subaru Dealerships. Most of the Saskatchewan Subaru Ironman Team members are long-time customers of Auto Gallery Subaru, while Subaru Calgary was the number one Subaru Dealer in Canada for 2006 and the Richmond Subaru "Signature Store" has a massive mural of a Subaru Impreza driving through the side of the building. Each store is unique, but the thing that all three have in common is passion – and every customer and staff member knows it. ✦



## plenty of parts!

The Sales department is responsible for making you happy – understandable considering that they sold you a new Subaru. But the Parts and Service department also keeps you happy by ensuring your Subaru is always in perfect working order.

In recognition of this important role, Subaru Canada, Inc. recognizes Subaru Dealers that inventory the greatest number of parts on an annual basis. Using advanced inventory management systems, these Dealers ensure that a large cross-section of genuine Subaru original parts is readily available for maintenance, collision and common repair. This way, their customers enjoy the quickest and highest-quality service possible. In 2006, eleven Dealers truly embraced this process and took care of our mutual Subaru customers; for this, we would like to congratulate them. ✦

### 2006 WINNERS

- 1 **Al Walker** – DON DOCKSTEADER MOTORS, Vancouver
- 2 **Joe Bomben** – JOHN SCOTTI AUTOMOTIVE, St-Léonard
- 3 **Dino Acocella** – SUBARU AUTO CENTRE, Westmount
- 4 **Mark Williams** – CENTAUR SUBARU, Calgary
- 5 **Conway Yeung** – DOWNTOWN SUBARU, Toronto
- 6 **Jacques Sabourin** – SUBARU DES SOURCES, Dollard-des-Ormeaux
- 7 **Luc Renaud** – SUBARU DE LAVAL, Laval
- 8 **Rick Caine** – OTTO'S SUBARU, Ottawa
- 9 **Doug Kroeker** – SUBARU CITY, Edmonton
- 10 **John Raman** – SUBARU CALGARY, Calgary
- 11 **Josper Balingit** – SUBARU OF MISSISSAUGA, Mississauga

## proud to lend our support

On the outside, our cars are made of tough and shiny steel. But on the inside, Subaru loves to show its softer side – from teeing up for cancer research to providing comfort to sick children.

Subaru Canada recently teamed up with the Women's Division of the Royal Canadian Golf Association (RCGA) and launched a two-year partnership as presenting sponsor of 'Golf Fore the Cure', a national fundraising program to raise money for breast cancer research. Through a series of events across Canada, the hope is to raise \$440,000 for breast cancer research for 2007. In addition to playing a round of golf for a great cause, over 6,000 event participants are given a \$750 rebate offer on a new Forester and the chance to win a year-long Forester lease. For more information, visit [www.rcgagolfforethecure.ca](http://www.rcgagolfforethecure.ca)

Royal Canadian Golf Association

**GOLF** fore  
the **CURE**™

Subaru Canada is also a long-time supporter of Toronto's Ronald McDonald House. Many families visiting the house have the opportunity to stay in the Subaru Rally Room, which is, of course, sponsored by Subaru Canada, along with the Taylor Group. This year, Subaru also donated a Legacy Wagon to loan to families to help them get around. If you would like to know more about the Toronto Ronald McDonald House, visit [www.rmhtoronto.com](http://www.rmhtoronto.com) ✦



## making a difference, one tree at a time



Tree Canada Foundation  
[www.tcf-fca.ca](http://www.tcf-fca.ca)

It really can be a lot of fun to 'green things up.' Subaru Canada created a special online microsite for its Subaru All Weather Days Spring Sales Event. Customers were invited to weigh in on why they like spring, and then digitally plant a flower. After a short 'growing season,' customers were sent an email showing them their virtually blooming flower and providing them with a special offer from Subaru Canada.

To add some reality to the program, Subaru Canada did some real life planting of its own. Through a donation of \$10,000 to Tree Canada on behalf of its customers, Subaru Canada was able to bring 3500 new trees to real life. Now that's a lot of green! ✦



# Subaru Ironman Canada's 25th Anniversary



Although this year marks the silver anniversary of the running of Subaru Ironman Canada, it really feels more like gold. As far as the sport is concerned, Subaru Canada is truly in its golden years as a sponsor of this event because we are the longest participating sponsor in the history of Ironman. Held in Penticton, BC, Subaru Ironman Canada is well known for its picturesque scenery, challenging bike course and enthusiastic volunteers. It is one of the most popular races on the Ironman circuit and repeatedly sells out for the following year on the day after each race.

This year's festivities and celebrations, held on August 26th, were even bigger and better than ever. In honour of the 25th Anniversary, North America Sports (NAS) had increased the number of participating athletes to over 2,400, making Subaru Ironman Canada host to the largest ever single-wave swim start in the history of the sport. It was an exciting day to say the least, with perfect racing conditions. The beautiful Okanagan Valley played host to triathletes from all corners of the world competing for a \$75,000 (Canadian) pro prize purse and 80 qualifying spots for the 2007 Ironman World Championship in Kona, Hawaii.

Lisa Bentley and Kieran Doe claimed the 25th Subaru Ironman Canada titles. Kieran Doe, 26, of New Zealand posted a time of 8:32:45 to claim his first Ironman championship. Lisa Bentley took her third win at the Canadian event in a time of 9:41:01; this also represented the 11th Ironman victory for the resident of Caledon, Ontario.

Want to learn more? Watch for the TSN's broadcast of the event Saturday October 20th at 12 noon EST or check out the Subaru Ironman Canada Web site at [www.ironman.ca](http://www.ironman.ca) ✦



PHOTO: A SHOT ON SITE

## \$750 Athlete Rebate

Subaru Canada announces the return of the \$750 Cash Back Athlete Rebate for all Subaru Triathlon, Running Series and Subaru Ironman Canada athletes in 2007.

Subaru Canada, Inc. is a long-time supporter of the sport of triathlon and, more recently, of running in Canada and is committed to promoting healthy, active lifestyles for Canadians through all of its sponsorships.

For the second year in a row, athletes competing in any of Subaru Canada's sponsored Triathlons, Running Series or Subaru Ironman Canada 2007 are eligible for a cash rebate. Subaru Canada will pay \$750 cash back to any athlete who purchases or leases a new Subaru vehicle in Canada in 2007 (provided the athletes meet the minimum program eligibility requirements).

Subaru Canada will continue to encourage participation in sports and thanks the athletes who support its sponsorships by offering this rebate. ✦



## a new addition



Subaru is also proud to announce a new addition to its expanding family of triathlon sponsorships in Canada.

Subaru Canada has signed on as the title sponsor of the newly created Subaru West Coast Triathlon Series. The series is comprised of three races that are held on the West Coast of Canada. The three events are the Victoria International Half-Iron Triathlon at Shawnigan Lake and the Sooke International Half-Iron Triathlon, which both took place on Vancouver Island this summer, as well as the Vancouver International Half-Iron that will be held in Vancouver on the Lower Mainland this September.

The series is owned by Lifesport Coaching, headed up in part by former Olympic, Commonwealth and Pan-Am Games coach, Lance Watson. He has coached the likes of Subaru Ironman Canada Champions Lisa Bentley and Jasper Blake, as well as Olympic triathlon champion Simon Whitfield.

Subaru Canada is proud of its continued support of triathlon and running in Canada and is committed to the support of athletes and their efforts in the quest for healthy, active lifestyles. We are driven to help grow athletes across Canada and the addition of our fourth race series to our growing family gives Subaru a truly national presence in triathlon and running.

For more information on the series, visit [www.lifesport.ca](http://www.lifesport.ca) ✦



For more information and full season schedule visit: [www.trisportcanada.com](http://www.trisportcanada.com)

Date	Race
September 9/10	Owen Sound
September 22	Niagara on the Lake Duathlon



For more information and full season schedule visit: [www.instride.ca](http://www.instride.ca)

Date	Race
September 30	The Standard Run for the Grapes, Cogeco Half Marathon & 5K
November 10	Casablanca Classic 8K & 2K



For more information and full season schedule visit: [www.sportriple.com](http://www.sportriple.com)

Date	Race
September 8	Saint-Sauveur Duathlon



For more information and full season schedule visit: [www.lifesport.ca](http://www.lifesport.ca)

Date	Race
September 16	Vancouver International Half Iron and Sprint



PHOTO: A SHOT ON SITE

# 2008 Subaru Tribeca: SUV or action hero?

When the Subaru Tribeca made its debut in 2005, it set a precedent as a more luxurious option in the midsize SUV segment – and it became the flagship model for Subaru in one fell swoop. Two years later, a revised version is now on the market and it's better than ever.



Tribeca Limited Package (5-passenger)



The original version definitely struck a chord with customers and reviewers alike. With its dramatic exterior styling, luxurious twin-cockpit cabin and seating for up to seven passengers, the Tribeca cut a bold swath across the motoring landscape.

These characteristics, combined with traditional Subaru strengths – a low centre of gravity, an efficient SUBARU BOXER engine and symmetrical full-time All-Wheel Drive (AWD) – made the Tribeca a unique proposition among midsize SUV contenders.

But the march of progress is unstoppable, particularly in a wildly competitive environment such as automobile manufacturing. Thus, the brand new 2008 Tribeca has been improved in many significant ways to deliver more of what Canadian customers have come to expect from Subaru.

In fact, the brand new Tribeca is the result of detailed customer feedback aimed at making this SUV even more of a crowd favourite.

#### **More power, more efficiency, lower operating costs**

Perhaps the biggest news surrounding the 2008 Subaru Tribeca is the new engine – specifically, a 3.6-litre DOHC 6-cylinder SUBARU BOXER engine. When compared to the original 3.0-litre engine, the new powerplant produces more horsepower, more torque, better fuel efficiency, better tailpipe emissions standards – and it runs on regular fuel!

A quick study of both engines reveals how much progress has been made. The new engine creates 256 horsepower versus 245 horsepower for the older model. Torque is also improved – up

from 215 lb-ft at 4200 rpm to 247 lb-ft @ 4400 rpm. These increases have given the 2008 Tribeca superior acceleration; from a standing start, 100 km/h is reached in an estimated 8.5 seconds, compared to 9.2 seconds for the previous version.

In addition, through the use of advanced engine technologies such as the Active Valve Control System and Active Valve Lift System, the new engine is actually more fuel efficient and more environmentally-friendly than the old one.

While the new engine represents a remarkable step forward, it's perhaps matched by the significantly revised 5-speed Electronic Direct Control Automatic Transmission with SPORTSHIFT™ (5EAT SS). This transmission delivers quicker shifts, improved performance over hilly terrain and improved fuel efficiency.

#### **2008 TRIBECA ENHANCEMENTS AT A GLANCE**

- Enhanced exterior styling
- New 3.6L SUBARU BOXER engine with 11 more hp, 32 more lb-ft of torque
- Better fuel-efficiency/lower emissions/lower operating costs
- Improved third-row accessibility
- Improved rear-view field of vision



The SPORTSHIFT™ also brings an added element of fun to the driving experience, allowing the driver to change gears manually. The combination of the new engine and revised transmission give the Tribeca a fuel economy rating of 13.2 L/100 km in the city and 9.4 L/100 km on the highway.

#### Bolder, stronger styling cues

The exterior of the original Subaru Tribeca was nothing if not unique and stylish. For the new version, the design team at Subaru adopted a somewhat different approach, transforming the Tribeca into a much more aggressive-looking SUV.

The shape of grille has been enlarged and positioned higher to give the Tribeca a bolder, more rugged character. The Subaru wing motif on the front grille has been enhanced with the addition of chrome-plated accents. This central emblem creates the starting point for character lines that flow into the hood, creating a uniformly muscular look.

The front bumper has also been squared off to create a more protective feel and the new front Xenon High-Intensity Discharge (HID) headlights are substantial and eye-catching. The lower front fascia continues this theme; with its rugged construction and front halogen fog lights, it brings to mind the Subaru Outback and the promise of sheer rugged capability.

In direct profile, then, the front end of the new Tribeca is like the square-jawed action hero, the lead character that moves forward with supreme self-confidence, ready to tackle any challenge.

#### Design improvements – front to back, inside and out

Moving towards the back of the new Tribeca, there are many more design improvements to be found. To provide better rearward visibility and to reduce blind spots, the glass area of the side-view mirrors has increased in size by 50%. In this same vein, the rear side windows have also been enlarged to aid visibility when reversing or changing lanes.

A new tailgate, taillights and rear bumper further promote the more muscular stance of the 2008 model. The other exterior changes comprise a new roof rail system with a raised profile and dynamic new 18-inch, 5-spoke wheels.

Inside the cabin, the most significant functional change involves access to the third-row seat (Premier Package). Levers to tilt and slide the 40/20/40-split second row seat are now located on both sides of the vehicle. The mechanism to move the second row now features an assist spring, while grab handles have been added to the lower C-pillars, making third-row access quicker and easier than ever.

#### An award-winning interior

One area where the original Tribeca needed no improvement was the cabin. The twin-cockpit design met with universal approval and even earned a “Best Interior” award from Ward’s Autoworld\*, the famed automobile trade magazine.

For 2008, the interior design continues to provide driver and passengers alike with a very high level of comfort, convenience and sheer luxury. The flowing dash and centre console feature aluminum-style trim. Electroluminescent dials and subtle ambient lighting for the centre console, cupholders and footwells add an even more sophisticated touch.

The centre console itself contains the information centre, with readouts for the audio system, clock, fuel economy and outside temperature. The seven-inch touch-screen information centre is standard on vehicles equipped with the navigation system (Premier Package). Controls for the audio and climate control are positioned smartly just below the screen.

As befits a truly luxurious SUV, the 2008 Subaru Tribeca comes with many desirable features as standard equipment.

These include: heated, power-adjustable front seats; a power tilting and sliding glass moonroof; heated, power adjustable and foldable side-view mirrors with integrated LED turn signals; and air conditioning with automatic dual-zone climate control and air filtration.

On the entertainment front, the Tribeca comes standard with an AM/FM/CD/MP3 audio system featuring an auxiliary audio input, four speakers and two tweeters. This system is augmented by pre-wiring for both XM® and SIRIUS® Satellite Radio.

#### Better options, easier choices

For 2008, the Subaru Tribeca model lineup has been simplified to encompass three well-equipped versions: the base Tribeca (described above), the Limited Package and the Premier Package, which seats up to seven.

The Limited Package features a two-position memory function for the power driver’s seat, leather upholstery and interior trim, and audio system upgrades. These upgrades comprise a 6-CD in-dash changer, four speakers, four tweeters and a subwoofer. The result is a more comfortable and more entertaining version of an already extremely well-equipped midsize SUV.

The Premier Package offers simply more of a good thing. In addition to the Limited Package features, the Premier Package includes: GPS DVD-based navigation system with touch-screen display; rearview camera with park assist; rear-seat cooling system; factory-installed XM® Satellite Radio (subscription required); and rear-seat DVD entertainment system with 9-inch screen, audio/video

auxiliary input and wireless headphones.

Beyond these very desirable features, the most notable aspect of the Premier Package is the third-row seat. This 50/50 flat-folding seat offers the best of both worlds: the same cargo capacity as the standard Tribeca plus the option of carrying up to seven passengers.

#### Safety and security seal the deal

As with all Subaru vehicles, the 2008 Subaru Tribeca is built to the highest standards of active and passive safety. These characteristics derive from an innovative approach to structural design, next-generation safety technologies and, of course, the legendary symmetrical full-time AWD system.

From the ring-shaped reinforcement frame to the front-seat active head restraints, and Vehicle Dynamics Control (VDC) to the ABS with Brake Assist and Electronic Brake-force Distribution, safety is always top of mind at Subaru.

As a result of this unwavering focus, the new Tribeca has recently earned the highest possible safety rating† from the U.S. Department of Transportation’s National Highway Traffic Safety Administration (NHTSA) New Car Assessment Program crash tests. The Tribeca received 5 stars, the highest possible rating, in both front- and side-impact crash tests for the driver and passenger seating positions. (For more information, visit [www.safercar.gov](http://www.safercar.gov))

Safety and security often go hand-in-hand, but there are different levels of security. There’s the security in knowing your SUV is built to the highest possible standards. And there’s the security in having a vehicle protected by an engine immobilizer and anti-theft security system. But above and beyond all that, there’s the Tribeca No-Charge Scheduled Maintenance Plan.

Standard on all versions of the 2008 Subaru Tribeca, this plan ensures that regularly scheduled maintenance items – such as oil changes, fluid level checks and road tests – are free of charge for the first 36 months of ownership, up to 60,000 kilometres.

The midsize SUV segment may be a high-stakes game – but with a new engine, more versatility, more value and a new look, the 2008 Subaru Tribeca has just raised those stakes. ✦

\* wardsauto.com (June 2006)

†Results for 2008 Subaru Tribeca model year. U.S. Government star crash-test ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)). A 5-star crash-test rating is the highest government rating for a) driver and right front seating positions in frontal crash tests and b) front and rear seating positions in side-impact crash tests.



Tribeca Premier Package (7-passenger)

Tribeca (5-passenger)



Legacy 2.5GT spec.B

## more of a great thing for 2008

Over the past few years, the Subaru Legacy and Subaru Outback have gained a loyal following among the Canadian motoring public. This devotion only gained in strength with the most recent version – the fourth generation of the Legacy, third of the Outback – which was introduced for the 2005 model year. Now, some three years later, the Legacy and Outback have received a major mid-cycle update – and the popularity of these high-performers is set to skyrocket once again.



Outback 3.0R (Premier Package)

### The Legacy: Style to burn

For 2008, the Subaru Legacy features a number of styling changes, as well as significant revisions to the powertrain and suspension system. These developments have been the result of an unwavering commitment to continually improving this dynamic line of sport sedans and touring wagons. (Speaking of commitment, the Legacy Wagon is now exclusive to Canada, in the North American market, a clear reflection of Subaru's keen interest in this country.)

In terms of exterior styling, both the Sedan and Wagon receive a new front grille with chrome crossbars, new front bumper, new headlights and new front fenders. Moving towards the back, the Legacy also features new side-view mirrors, a new rear bumper and new taillights. The net effect of all these design changes is an added measure of style and sophistication for an already well-heeled vehicle.

Inside the cabin, the theme of additional refinement continues. Inspired by the award-winning interior of the Subaru Tribeca, the

through an advanced approach to engine management known as the i-Active Valve Lift System. This system automatically adjusts the intake valves at high revs to allow for more air to be drawn in.

This process, in turn, creates increased power when passing other cars and merging onto highways, yet still delivers impressive fuel efficiency and lower emissions. The 2.5i engine generates 170 horsepower and 170 lb-ft of torque, creating the perfect blend of performance and efficiency.

### A shift in thinking

Perhaps the biggest news story surrounding the 2008 Subaru Legacy is the vastly improved 5-speed Electronic Direct Control Automatic Transmission with SPORTSHIFT™ (5EAT SS). Available on the 2.5GT Sedan and Wagon, the 5EAT SS has been honed to such a degree, it now offers world-class levels of shifting speed. The previous transmission accomplished gear changes in 0.6 seconds; this has now been slashed to a lightning-quick 0.2 seconds.



Legacy 2.5GT Sedan

Legacy features new fabrics, a new instrument panel and a new, sportier steering wheel. The wheel now has a telescoping function and, in the Legacy 2.5GT, also houses buttons to operate the audio system, cruise control and SI-DRIVE engine management system. In the Legacy 2.5GT with the 5-speed automatic transmission, the steering wheel column also features paddle shifters – more on this exciting development later.

### More efficient, more green, more exciting

The Legacy continues with the choice of two different engines: a naturally-aspirated, 4-cylinder 2.5-litre SUBARU BOXER (for the 2.5i) and a turbocharged, 4-cylinder 2.5-litre SUBARU BOXER (for the 2.5GT and 2.5GT spec.B).

The turbo engine – which produces a robust 243 horsepower and 241 lb-ft of torque – benefits from a revised SI-DRIVE system. These refinements have boosted fuel economy when running in Intelligent Mode and improved throttle response when in Sport Sharp Mode.

The engine in the Legacy 2.5i has received significant upgrades

As previously mentioned, the Legacy 2.5GT with the 5EAT SS features steering wheel column mounted paddle shifters. The aluminum shift levers have a great tactile quality, ensuring that gear changes are positive and precise. To generate an all-around sportier driving experience, the transmission also automatically initiates throttle-blipping on downshifts to match engine speeds (in SPORTSHIFT™ mode).

While the manual transmissions available with the Legacy 2.5i and 2.5GT are certainly enjoyable, the 5EAT SS might just give them a run for their money in the fun-to-drive sweepstakes.

### Designed for the (rough) road ahead

Anyone who drives a Subaru knows that they handle like a dream – and the Subaru Legacy Sedan and Wagon are no exception. Not content to rest on their laurels, however, Subaru engineers have taken a close look at the suspension system on the Legacy and introduced some important refinements.

Bump steer is the tendency for the front wheels to steer of their own accord as they rise up after navigating a bump in the road.



Legacy 2.5GT Wagon

This condition is most noticeable when travelling at a relatively brisk pace over, say, an undulating country road. In order to reduce bump steer (which, in very extreme circumstances, can lead to a loss of control), the new Legacy features revised suspension geometry.

In addition, the suspension bushings have been altered to generate smoother straight-line stability, and better control during cornering and when executing lane changes. Of course, when driving a vehicle with symmetrical full-time All-Wheel Drive (AWD), stability is not as much of a concern. Still, it's comforting to know that the engineers at Subaru are always pushing the envelope and developing new technologies to help ensure driving safety.

Another example of this mindset is found in Subaru's Vehicle Dynamics Control (VDC). This system uses a network of sensors to detect when a loss of control is imminent, then makes precise adjustments – altering AWD torque split, applying brake pressure to individual wheels and revising engine power output – to restore vehicle stability in an instant. VDC is standard on select Legacy Sedans: the 2.5i (Limited Package), 2.5GT (5EAT SS) and 2.5GT spec.B.

**A series of tough choices**

Deciding to drive the 2008 Subaru Legacy is not such a difficult choice. The tough part is in deciding which Legacy to drive. First to be considered: the body style. Do you want a sleek and sporty sedan or a sleek and versatile wagon? Next: the engine. Do your tastes veer towards the willing and efficient 2.5-litre or the thrilling and efficient 2.5-litre turbo?

With these decisions made, the next things to consider are the packages and the transmissions. The Legacy 2.5i Sedan and Wagon are generously equipped and available with the choice of a 5-speed manual transmission or a 4-speed Electronic Direct Control Automatic Transmission with SPORTSHIFT™ (4EAT SS).

The Legacy 2.5i Wagon is available with a Touring Package that includes such features as a power moonroof, heated front seats and 17-inch alloy wheels. The Sedan version of the 2.5i base model is available with the same Touring Package or with a Limited

Package (4EAT SS) that offers VDC, leather upholstery and a premium sound system with SRS WOW™ audio enhancement.

Step up to the turbocharged Legacy 2.5GT and the choices are, perhaps, a bit simpler. There are two transmissions available: the 5-speed and the aforementioned 5EAT SS with paddle shifters.

Last but not least, there is only one other variation of the 2.5GT available – the exciting 2.5GT spec.B Sedan. With a 6-speed manual transmission, GPS DVD-based navigation system, Bilstein® sport-tuned suspension, new 18-inch alloy wheels and new charcoal black leather and charcoal Alcantara® seats and interior trim, the 2.5GT spec.B Sedan is an extreme expression of the Legacy philosophy – namely, style meets sophistication meets substance.

**The Outback: More capable than ever**

For 2008, the original sport utility wagon is back with more refinement and more value than ever. As with the Legacy, the Outback has received styling changes, inside and out. It also features the Subaru SI-DRIVE engine management system on more models and significantly revised powertrain components.

The Outback is available with three different engines – including the same two featured in the Legacy. The naturally-aspirated, 4-cylinder 2.5-litre SUBARU BOXER (for the 2.5i) develops 170 horsepower and 170 lb-ft of torque, while the turbocharged, 4-cylinder 2.5-litre SUBARU BOXER (for the 2.5XT) produces 243 horsepower and 241 lb-ft of torque.

The third engine is a naturally-aspirated, 6-cylinder 3.0-litre SUBARU BOXER with 245 horsepower and 215 lb-ft of torque. This potent powerplant finds its home in the top of the line Subaru Outback 3.0R.

The 2.5XT and 3.0R benefit from SI-DRIVE, which allows drivers to select among three drive modes: Intelligent, Sport and Sport Sharp. A dial on the centre console and a steering-wheel mounted switch both control the SI-DRIVE which, in turn, automatically adjusts the electronic throttle and turbocharger.

For those Outbacks equipped with the 5-speed Electronic Direct Control Automatic Transmission with SPORTSHIFT™ (5EAT SS), SI-DRIVE also optimizes the shift patterns within each driving mode. As in the Legacy, the new 5EAT SS provides lightning-quick shifts and automatic throttle blipping on downshifts to match engine revs.

**Revised profile, same rugged style**

The 2008 Subaru Outback features a powerful new exterior look that distinguishes it further from the Legacy. The Outback has a more rounded hood, a more closed lower front fascia and much higher ground clearance, signifying that this sport utility wagon is ready for the challenges of off-road use.

The strong wing-shaped grille, solid bumper, aggressive headlights and fog lights complete the new look of the front end. At the back, the colour of the taillight cluster has changed to create a sportier and more substantial impression.

Of course, the rugged capability of the Outback derives from Subaru symmetrical full-time AWD and a fully-independent suspension system that's been honed in the World Rally

Championship. The heavy-duty, long-travel suspension features the same revised geometry as on the new Legacy, reducing the impact of bump steer and improving overall stability.

With all of these refinements, the new Outback is more qualified than ever to tackle the demands of the average cottage road, campground or mountain pass.

**Value is standard**

The Subaru Outback comes standard with a long list of features and offers a number of value-added packages that produce even more comfort, convenience and performance.

The Outback 2.5i is available with a Touring Package that includes a power, twin-panel glass moonroof, heated front seats,



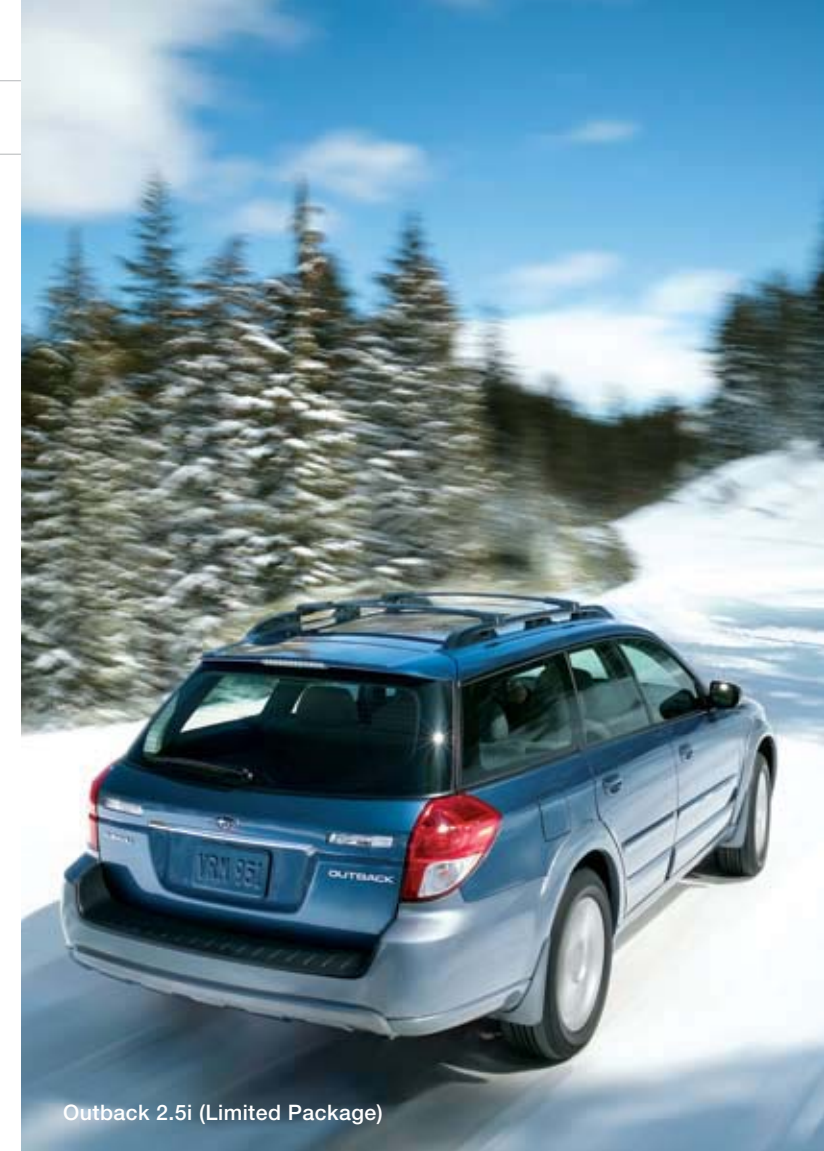
Outback 3.0R (Premier Package)

17-inch alloy wheels and a limited-slip viscous-type rear differential. The Limited Package adds to those features the following: Vehicle Dynamics Control (VDC), Variable Torque Distribution (VTD), leather upholstery and a premium sound system with SRS WOW™ audio enhancement.

Opting for the turbocharged Outback 2.5XT is an easy choice – this high-performer offers so many standard features, there are no options packages available. These features include the heated, power front sport seats, automatic dual-zone climate control, raised-profile roof rails with lockable crossbars, and perforated leather upholstery. On the engineering side, the 2.5XT also gains VTD (5EAT SS only) and VDC.

Last but not least, the 6-cylinder Outback 3.0R is also generously equipped in standard form. But the addition of the Premier Package gives this rugged sport utility wagon genuine luxury appeal. The package includes premium upgraded speakers, power moonroof, leather upholstery, power front seats with lumbar support and a GPS DVD-based navigation system with touch-screen display.

With a series of significant refinements, a long list of standard features and a hard-earned reputation for rugged performance, the 2008 Subaru Outback makes more sense than ever before. Some manufacturers may call their offerings "sport utility vehicles" – the Outback is one of the few to deliver on that promise. ➔



Outback 2.5i (Limited Package)

**2008 LEGACY AT A GLANCE**

- Standard Subaru symmetrical full-time AWD
- Choice of a 4-cylinder naturally-aspirated or 4-cylinder turbocharged engine
- Available SI-DRIVE engine management system and 6MT
- Standard alloy wheels. Available moonroof, navigation system and premium audio features
- Available Vehicle Dynamics Control
- Available perforated leather and sport-type seats

**2008 OUTBACK AT A GLANCE**

- Standard Subaru symmetrical full-time AWD
- Choice of a 6-cylinder, 4-cylinder naturally-aspirated or 4-cylinder turbocharged engine
- Available Vehicle Dynamics Control
- Standard roof rails. Available crossbars and cargo tray
- Available heated front seats, moonroof, navigation system



## the secret is out

### The new Impreza hits the streets

This is it, the car that driving enthusiasts have been waiting for, the 2008 Subaru Impreza.

They've been spending countless hours searching for spy photos. Posting countless messages on car forums. Making educated guesses, spreading rumours, telling flat-out lies.

But none of that means anything at this point – because the next generation of an honest-to-goodness driving legend has finally arrived.

So step away from the Internet, cancel all your appointments, turn off your cell phone and get ready for a whole new brand of excitement behind the wheel.

**Massive change, inside and out**

In developing the new Impreza, the Subaru design team closely considered the evolution versus revolution question – before coming down firmly on the side of revolution. Even a passing glance at the Impreza 4-door and 5-door reveals a shape that is both powerful and groundbreaking.

The 5-door is the sportier of the two, designed for the streets of Japan, intended for any stretch of road containing the slightest hint of a bend. The sweeping single curve roofline flows seamlessly to an aerodynamic rear spoiler. The rear overhang is cropped and sweeps upward, giving the Impreza an unmistakably agile look. The wide front grille with the Subaru wing motif indicates an aggressive, all-business approach. And a fierce lower front spoiler sends the sporting nature of the design deep into the stratosphere.

On the other hand, the 4-door is the more subtle design. Produced exclusively for the North American market, this Impreza shares the same mighty front spoiler, wide-mouthed front grille and piercing headlights. The main difference between the two models is, of course, the presence of a trunk. But the essential DNA of the Subaru Impreza – the inherent quality of engineering, the legendary Japanese reliability – remains the same, regardless of body style.

The interior of the 2008 Impreza has also been heavily revised to offer more versatility and value. As a result of a longer wheelbase, there's more interior room; specifically, more rear legroom and more front head- and shoulder-room. The trunk in the 4-door and the cargo area in the 5-door are also larger, and are easily accessible via the 60/40-split flat-folding rear seats.

The driving environment has been changed as well; it now features a sweeping twin-cockpit design that gets the blood racing and puts all the controls within easy reach. To complement all these changes, the materials used for the interior are higher-end, offering more style and a more refined tactile quality. All things considered, it appears that the Subaru design team has left no stone unturned when it comes to the new Impreza.



Impreza WRX 5-door

**More efficient, more thoughtful power delivery**

On the surface of it, the two engines available on the 2008 Subaru Impreza might seem like carryovers from last year. But upon closer inspection, both SUBARU BOXER engines – the naturally-aspirated, 2.5-litre 4-cylinder and the turbocharged, 2.5-litre 4-cylinder – now benefit from more green thinking and advanced engine technologies.

The naturally-aspirated engine, which powers the Subaru Impreza 2.5i, delivers improved low- and mid-range torque courtesy of i-Active Valve Lift. This system uses two-piece valve-lifters that work separately at low rpm and together at high rpm.

The net effect is not only improved torque, but also greater top-end power, better fuel efficiency and improved emissions standards. This engine generates 170 horsepower and 170 lb-ft of torque, creating powerful and efficient motivation for the driving enthusiast in you.

The turbocharged engine, as found in the Subaru Impreza WRX, benefits from Active Valve Control. This system varies the timing of the intake valves throughout the rev range to ensure that maximum performance, outstanding fuel economy and low emissions are achieved under all driving conditions. With 224 horsepower and 226 lb-ft of torque on tap, this high-spinning turbo is just what the doctor ordered – if the doctor had a need for speed, that is.

**Putting the power to the ground**

On the topic of power delivery, the other notable change for the new Impreza is the optional 4-speed Electronic Direct Control Automatic Transmission with SPORTSHIFT™ (4EAT SS). This transmission maintains a 60/40 front/rear torque split under normal driving conditions, producing controlled and predictable handling.

Under hard acceleration, the transmission automatically varies the torque split to 50/50 for maximum traction and stability. The SPORTSHIFT™ feature enables the driver to select gears manually, making a sporty driving experience even more exhilarating. The 4EAT SS is optional on the Subaru Impreza 2.5i and WRX.

Both versions of the new Impreza come standard with a slick-shifting 5-speed manual transmission (5MT). With this 5MT, the AWD system maintains a constant 50/50 front/rear torque split to enhance stability, traction, safety and fun at all times. This transmission features a short-stroke feel that rewards the driver with quick, precise and progressive shifts.

**Inspired handling, control, and safety**

As noted earlier, the new Impreza has grown in size – and it has grown in strength. The new, longer wheelbase has not only created more interior space, but it's also generated improved driving dynamics combined with lower levels of noise vibration and ride harshness.

The larger platform also boasts improved rigidity with the addition of high-tensile strength steel at key structural points. These improvements result in crisper handling and improved crashworthiness, which was already a key feature of the outgoing Impreza models.

A stronger chassis has also allowed the Subaru engineers to optimize the suspension system to create better ride comfort and handling than ever before. The new double wishbone rear suspension also makes a strong contribution: improved ride refinement, decreased road noise, a quieter cabin and, as a bonus, increased cargo space in the back.

To complete the picture, the SUBARU BOXER engine is placed even lower in the chassis, thereby lowering the centre of gravity further and, again, creating better handling.

The 2008 Subaru Impreza comes in three exciting variations: the 2.5i, 2.5i (Sport Package) and WRX. The Impreza 2.5i, base model in name alone, offers a wealth of standard features including 16-inch wheels, integrated roof brackets for accessory crossbars and a 4-channel, 4-sensor Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD).

Also on the safety front, the 2.5i comes standard with dual front airbags, dual front side-impact airbags, side curtain airbags and front-seat active head restraints.

Inside, the Impreza 2.5i impresses as well with an information centre with external temperature gauge and average fuel economy displays, an illuminated storage area, a dynamite audio system (complete with pre-wiring for satellite radio, MP3 compatibility and speed-sensitive volume control) and 60/40-split flat-folding rear seats.

The Impreza 2.5i (Sport Package) boosts the value equation even more with Vehicle Dynamics Control, 16-inch alloy wheels, an underbody rear aerodynamic



Impreza WRX



Impreza 2.5i 5-door (Sport Package)



Impreza 2.5i 5-door

diffuser and aerodynamic side ground effects (on 5-door models). For the driving environment, the 2.5i (Sport Package) gains a leather-wrapped shifter, leather-wrapped steering wheel with integrated audio controls, and a 6-CD premium audio system with auxiliary audio input. This system boasts SRS Circle Surround that produces crisp, clear sound with enhanced base and a genuine stereophonic feel.

Last but not least, we have the Impreza WRX with its powerful 224-horsepower turbocharged engine. But the story doesn't end there. The WRX comes equipped with a number of highly-desirable performance parts including larger ventilated front disc brakes, Brake Assist, Vehicle Dynamics Control (VDC), a rear underbody aerodynamic diffuser (5-door model only) and 17-inch alloy wheels.

To make the already powerful styling of Impreza stand out even more, the WRX also features an aerodynamic ground effects body kit and low-profile spoiler (4-door model). The visual impact is one of (barely) controlled aggression.

But the WRX does not sacrifice comfort at the altar of high-performance. The interior is a rich environment characterized by

high-quality materials and thoughtful features such as the heated rally sport seats, telescopic steering wheel and factory-installed SIRIUS® Satellite Radio (subscription required).

**Adding new chapters to a rich history**

The Subaru Impreza first debuted in 1993 and, year over year, it has enjoyed a meteoric rise in popularity. Buoyed by the impressive achievements of the Subaru World Rally Team, the Impreza speaks to the very heart and soul of the driving enthusiast.

With the introduction of this brand-new, third-generation Impreza, new standards of performance and value are being set. More efficient and eco-friendly engines. A completely revised suspension system. A stronger, more lightweight chassis. A more refined interior with more space. And bold new styling that will leave onlookers slack-jawed in amazement. To top it all off, the 2008 Impreza delivers even greater value than ever. More bang, less buck: now that's a win-win scenario.

*The 2008 Subaru Impreza: The legend continues. ✦*

# happy anniversary

## Celebrate Forester with this Anniversary Edition

Subaru has been celebrating a number of important milestones of late. Last year saw the celebration of 40 years since the debut of the SUBARU BOXER engine. And this year marks 35 years of symmetrical All-Wheel Drive and 10 years of the Subaru Forester in Canada.

In honour of this latter occasion, the 2008 Subaru Forester Anniversary Edition is now on sale across the country. This special version of the Forester 2.5X includes the following package features: Anniversary Edition badging, splash guards, heated front seats, 16-inch aluminum alloy wheels, a retractable cargo cover, cargo tray and extra-large power glass moonroof.

The Forester 2.5X has become so popular in Canada because it offers so much of what SUV owners look for – the go-anywhere capability of all-wheel drive, a versatile interior with plenty of usable space, excellent visibility, and stellar active and passive safety features.

Powered by a spirited, 2.5-litre naturally-aspirated SUBARU BOXER engine, the Forester 2.5X also delivers more than its fair share of fun behind the wheel, combined with superior fuel efficiency and emissions standards.

For 2008, this engine benefits from some key environmentally-friendly upgrades, including an Electronic Throttle Control (ETC) system that creates significant improvements in engine torque, overall driveability and fuel economy.

Another eco-friendly feature is the i-Active Valve Lift System, which automatically adjusts the rocker arms at high revs to allow for greater air intake. This, in turn, produces more power and more acceleration when passing another car or merging onto the highway while reducing fuel consumption and overall emissions.

A special Anniversary Edition of an even better Subaru Forester? Now that's an SUV with added value built right in! For information on pricing and availability of the Subaru Forester Anniversary Edition, contact your local Subaru Dealer. ✦

**ANNIVERSARY EDITION FEATURES:**

- 16-inch aluminum alloy wheels
- Power-sliding glass moonroof (extra large)
- Splash guards
- Anniversary Edition badging
- Heated front seats
- Retractable cargo cover and cargo tray/protective mat

## all yours...

This collection of genuine Subaru accessories gives you numerous ways to turn your Subaru Impreza into *your* Subaru Impreza. From styling enhancements to performance accessories and convenience options, your Subaru Dealer has just what you're looking for...

*Right: Accessories visible on the Impreza 2.5i 4-door (Sport Package) include: mesh grille (with body-colour matched trim), low-profile rear spoiler, front and side aerodynamic ground effects.*

*Below, left to right: Roof mounted bike carrier and lockable crossbars, ski/snowboard carrier and lockable crossbars, mesh grille (with body-colour matched trim), low-profile rear spoiler (4-door only) and fog lights.*



Forester Anniversary Edition



# Targa Newfoundland: the inside line

Rally on “the Rock” features thrills galore.

Billed as “the Ultimate North American Motorsport Adventure,” the weeklong road rally known as Targa Newfoundland is the largest non-professional motorsport event on the continent. The concept is based on the Targa Florio, a race run over closed public roads on the island of Sicily, which began in the 1950s.

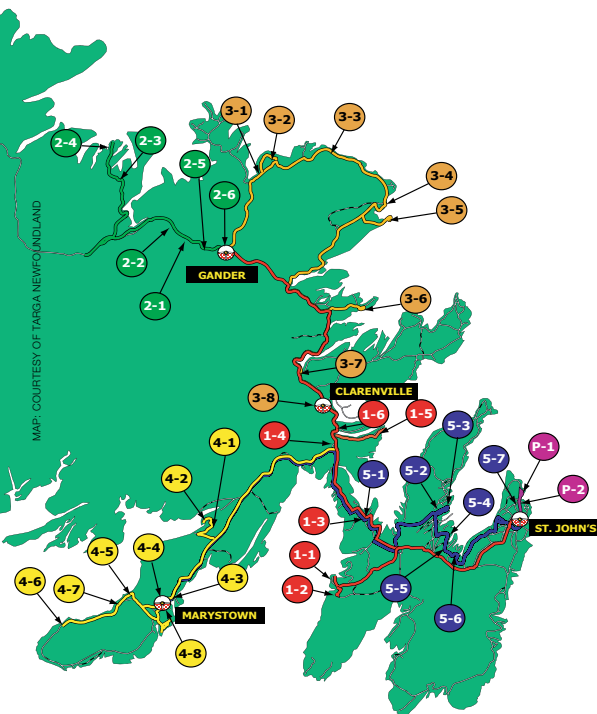
Now approaching its sixth year, Targa Newfoundland consists of one practice day, five days of competition and 24 hours of post-event celebration. The rally begins and ends in St. John’s and encompasses some 2,200 km of driving across the eastern and central parts of the province. Of that total, about 500 km are “targa” stages – competitive runs against the clock held on closed roads. For the non-competitive or “transit” sections, all competitors are required to follow the rules of the road, including posted speed limits.

As with other rallies, the teams – consisting of a driver and a co-driver/navigator – are given route books with directions for both the transit and targa stages. While the driver focuses on going as quickly as possible on unfamiliar roads, the co-driver calls out the turns ahead of time, keeping the team headed in the right direction.

There are two separate competitive classes at Targa Newfoundland: the Grand Touring competition and the Targa competition.

The Grand Touring competition is a Time, Speed and Distance (TSD) rally in which teams are given a set time to complete the targa stages with penalties for being too early or too late – either at the finish or at secret time controls set up along the stage. This competition, therefore, rewards precise timekeeping and driving.

While the Grand Touring competition is described as the chance to “experience all the wonders of Targa Newfoundland at a more leisurely pace,” it’s not all that leisurely. At many points during the competition, the teams need to drive very quickly if they hope to do well in the final standings. Competitors in this class are limited to a top speed of 140 km/h on the targa stages.



2007 Targa Newfoundland route map marks each stage of the race. Each colour represents a different day.

On the other hand, the Targa competition is a full-on motorsport event for specially prepared vehicles that go as quickly as possible during the targa stages – provided they never exceed the mandated 200 km/h speed limit.

While it may sound contradictory for a motorsport event to have a speed limit, many of the targa stages take place in coastal towns with posted speed limits of just 30 km/h. The roads in these towns can be rough and are often littered with huge obstacles – including houses!

In the past, competitors have grazed fences, telephone poles and bridges – all without serious injury. In 2006, one team even had the misfortune of driving into the Atlantic Ocean! Luckily, both the driver and co-driver made it safely back to shore, a little wet but otherwise undisturbed.



PHOTO: CATHY COLE



**2005 Legacy 2.5GT Sedan**

**Class:** Grand Touring, 3rd place finish

**Driver:** Mark Hacking

**Co-driver:** Lawrence Hacking



PHOTO: CATHY COLE



**2006 Impreza WRX STI**

**Class:** Targa, Open

**Driver:** Patrick Richard

**Co-driver:** Clarke Paynter

The Targa competition consists of three divisions: Classic (all cars built up to 1981), Modern (1982-present) and Open (all cars to the present). In the Open division, as the name suggests, anything goes – meaning, an unlimited number of modifications. All targa cars must run with full roll cages, as well as other safety equipment.

In this competition, teams are given target times to complete the competitive stages; those failing to meet the target accumulate penalty time. The teams with the least amount of penalty time then win their respective divisions. An overall winning team is also declared; this is the team that accumulates the least amount of penalty time of any competitor in any division.

With its rich history of rally success, it was only a matter of time before Subaru Canada, Inc. (SCI) made their presence felt at Targa Newfoundland. The team competed for the first time in 2003, running a 2002 Subaru WRX Wagon for rallying brothers John and Clarke Paynter, and success immediately followed. The Paynters were the fastest team on the Rock that initial year, in 2004 and again in 2005.

Last year, a stomach ailment sadly sidelined John before the start of the rally, so the team drafted in former Canadian and North American Rally Champion Patrick Richard to join Clarke Paynter in the 2006 Subaru WRX STI. Unfortunately, engine troubles sidelined the team on the opening day and cancelled a likely win in the Open division. But this disappointment didn’t stop the crew from working all night to get the car back on the road. Their reward was a finisher’s medal for the team and a thrilling display of rally driving for thousands of fans.

In addition, John and Clarke Paynter will be back again in 2007 running a car for Subaru Canada. And Subaru’s ever-popular and award-winning crew will be on hand again to help Targa competitors in need and give away posters and goodies to thousands of fans.

“Obviously, we came to our first Targa to showcase our products and there were only a couple of Subaru vehicles in the field then,” said Brian Hyland, Director of Distribution and Sponsorships for SCI. “By years three, four and five, there were more and more Subaru vehicles entered. As we do with other events, we try to assist Subaru entrants – and sometimes non-Subaru entrants, too. We’re proud of our brand, but we’re also proud of the professionalism and support our team provides to Subaru drivers and to the whole event.”

Targa Newfoundland is an important event for manufacturers because it provides exposure and it approximates the real-world driving conditions found in Canada. Not only are the roads challenging, the weather is also often a real test of a car’s capabilities. Last year, a hurricane on day three made the competition interesting, to say the least. Given these factors, a winning car must be extremely rugged, reliable and fast – and it doesn’t hurt to have the added grip and control offered by Subaru symmetrical full-time All-Wheel Drive either!

For more information on this unique rally – and to follow the progress of all the Subaru entries – be sure to visit [www.targanewfoundland.com](http://www.targanewfoundland.com) from September 8-15, 2007. For an update on other Canadian rallies held from coast-to-coast, go to [www.carsrally.ca](http://www.carsrally.ca) ✦



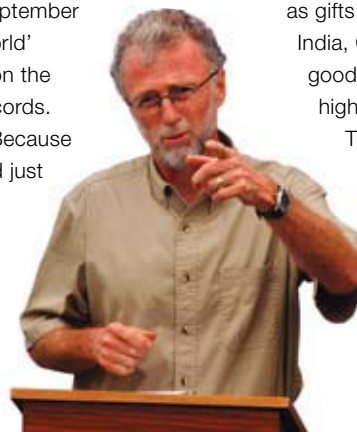
# Sowerby's Road: creating a driving adventure

Do you love to drive? Does the idea of hitting the open road with a few friends, seeing what adventures might lay ahead interest you? Meet Garry Sowerby: adventurer, driving enthusiast extraordinaire and the guy you should get to know if you have a yearning to 'take it to the streets'...

## Around the world in (less than) 80 days...

For Garry, a love of the open road began in September 1980 with a 74-day, 43,031-km 'round-the-world' record-breaking drive. This feat landed Garry on the front cover of the Guinness Book of World Records. Why was his accomplishment cover-worthy? Because Garry and his driving partner, Ken Langley, had just obliterated the previous record of 104 days!

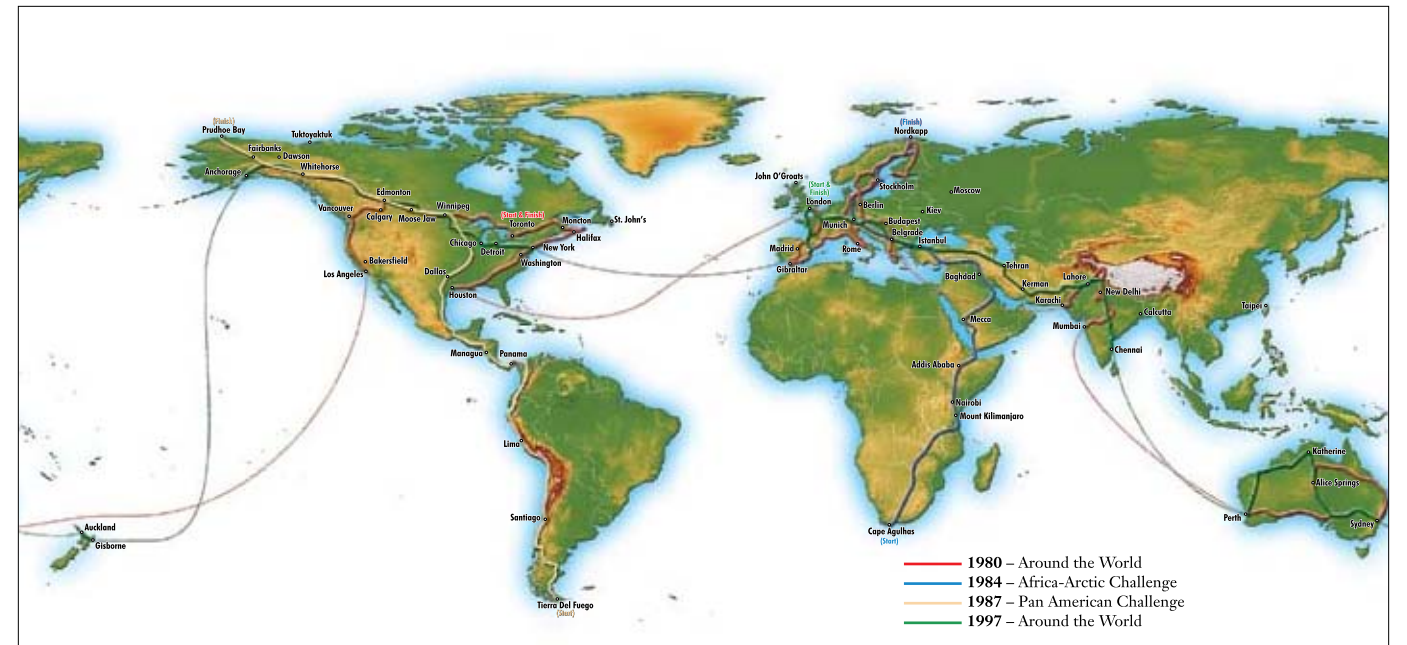
As you can well imagine, the thrill of setting a world record almost paled in comparison to the incredible memories gained doing it! This particular trek began at the base of the CN Tower in Toronto. Personnel from the Tower had graciously supplied Garry and Ken with miniature replicas of the Tower to hand out



Garry Sowerby speaking at a press conference.

as gifts to special people they met along the way. In Jabalpur, India, Garry and Ken stayed at the Jackson Hotel. They had the good fortune to meet Mr. and Mrs. Jackson and thought so highly of them that they decided that they were 'Tower worthy'! The Jackson's reaction was a surprise, to say the least.

"When I presented the CN Tower replica to the Jacksons, they were very excited and literally ran into their library," Garry recalls. There, the walls were lined with hundreds of books. Lush carpets covered the floor. At the far end of the room, a stone fireplace with a wall-to-wall mantle held treasured family heirlooms. "Mr. Jackson looked at Ken and I and smiled as he placed the gift on the mantle, beside another CN Tower exactly like it!"



Garry's driving adventures have taken him all over the world. Left: Security checks in Ethiopian towns added suspense. Right: Navigating rickshaws in Bombay.

## Another year, another record...

Not to bask long in their newfound 'coverboy' fame, the duo hopped back in their car in 1984 to set a new speed record for the fastest drive from the Cape Agulhas, South Africa, to the northern tip of Europe at North Cape, Norway. That 28½-day, 21,167-km jaunt not only earned them another passage in the famed Guinness Book, but it also garnered them nine bullet holes in their vehicle from an ambush in Kenya and a memory bank full of harrowing tales from their journey through the Iran-Iraq war.

Before the millennium was up, Garry had managed to break two more world driving records: the Fastest Drive from the bottom to the top of the Americas in 1987, and the World Circumnavigation by Car in 1997. It is amazing that Garry emerged from these record-breaking feats relatively unscathed.

## The road to reality

So, after breaking world records and driving in exotic locales around the world, how does one go back to a 9-to-5 desk job? If you are

Garry, you don't! Instead, you find a way to make a living out of driving. Garry has forged the perfect balance – seeing the world one fantastic road at a time, staying in the best and most unique accommodations, and eating great food, all alongside his beautiful bride, Lisa.

When Garry is not out setting world driving records, he makes his living organizing incredible and often exotic driving vacation packages and planning adventures that car companies host for journalists. For the past 29 years, Garry has developed more than 75 driving events.

A couple of his most memorable journalist trips have been on behalf of Subaru. In one, journalists dangled from cliffs as tall as a 30-storey building, drove to the base of the Hoover Dam and then rafted down the magnificent Colorado River. After a rendezvous with speedboats, they raced their way to luxurious houseboats moored on a remote stretch of beach, piloted their armada of houseboats down Lake Mohave and raced kayaks. After a beautiful drive to the Mojave National Preserve they hiked to the Hole-in-the-Wall, wandered the

deserted streets of Randsburg Ghost Town, descended 4,000 feet on mountain bikes in the Southern Sierra Nevada Range, drove through the oil fields and cotton plantations of the fertile San Joaquin Valley, and took surfing lessons in Morro Bay.

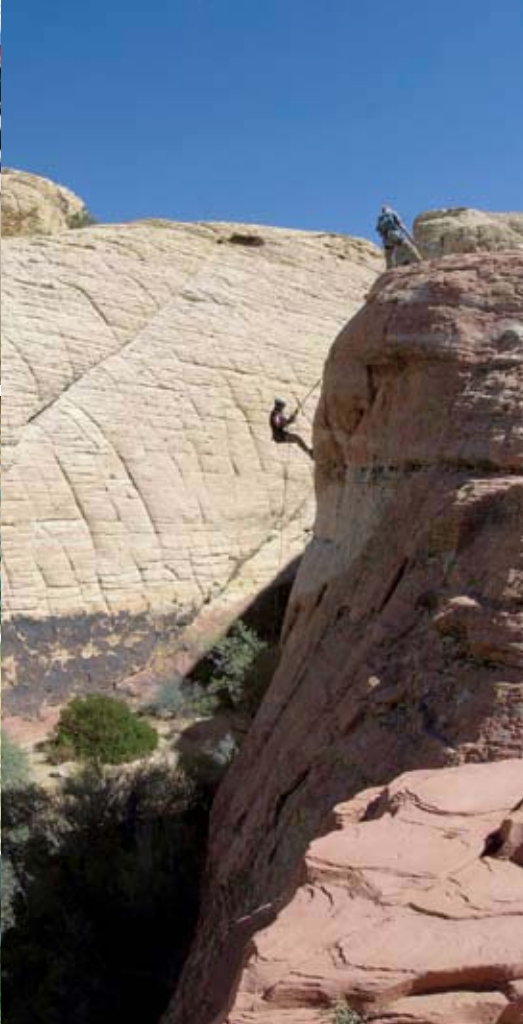
In total, this group of newly crowned 'adventurers' navigated seven physical challenges, 23 venues, and almost 1,300 kms of driving, all in 55 hours. (So, what did you do yesterday?) The adventure took Garry and Lisa over three weeks, driving more than 8,000 kms of Southern California back roads, checking out 160 hotels, restaurants and attractions to plan it all out.

**Are you up for the challenge?**

These great adventures that Garry and Lisa create are not restricted to journalists. With 29 years of travelling great (and not-so-great) roads all over the world, this duo likes nothing better than to conceive the trip-of-a-lifetime for a group of friends. Whether it be an organized schedule, like the Subaru adventure, or a 'Vacation Challenge', where you compete with your fellow travellers for awards ranging from "Best Vacation" to "Best 'Getting Lost' Story", you can bet that any outing with Garry and Lisa will be eventful.

One recent Vacation Challenge saw teams journey for 16 days across the U.S., from Detroit to Los Angeles. One 'team' made up of Kongar Oll, a celebrated throat singer from Tuva (you really can't make this stuff up!), and his wife, Unda, got lost in North Dakota and needed to stop into a police station for directions. Kongar tried to communicate as best he could with his very limited English and only managed to make the police officers suspect that he was a comedian going after a few laughs at their expense! It wasn't until Kongar actually gave them a concert that they believed that a throat singer from Tuva was a legitimate calling and that the bearer of this talent could, in fact, be lost in North Dakota.

Garry was particularly amazed during this particular trip at the vastly different adventures that each team experiences on the same road trip. "One team from Reunion Island (in the Indian Ocean between India and Kenya) were intent on packing as much as was humanly



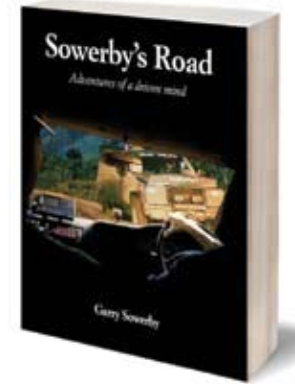
Top left: Subaru meets Talladega Speedway. Bottom left: OK - which one of you is the Throat Singer? Top Right: Dangling in Nevada's Red Rocks Canyon.

PHOTOS: COURTESY OF ODYSSEY INTERNATIONAL LTD

possible into each leg of the Vacation Challenge," says Garry. "They were absolutely the quantity versus quality team!" Another team from India was more interested in having wonderful and memorable experiences, visiting museums and significant historical landmarks throughout the route. "Of course, they also had a hidden agenda and that was to find as many 'big things' like giant hamburger landmarks or huge bird replicas along the way," remembers Garry. "It was so funny when we all got together for dinner along the way, to listen to the Reunion Island team and the Indian team compare notes about their experiences. I don't remember there ever being a single similarity!"

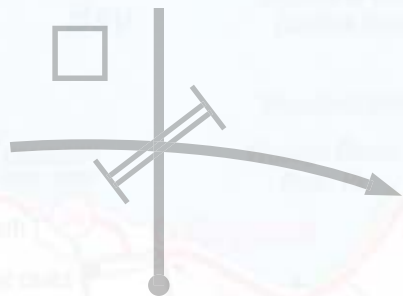
Garry and Lisa's guest lists are sometimes as exotic as their adventures. Some of their memorable vacationers have included a Turkish palace renovator, a Canadian billiards supply mogul and a Mexican race car driver. They've also entertained a French chiropractor, a Guatemalan schoolteacher and an Israeli fashion designer!

William Shakespeare once said, "Some are born great, some achieve greatness, and others have greatness thrust upon them." Garry Sowerby has found greatness and it's behind the wheel of a car. He is perfectly happy to zip along wherever the road takes him in hope that every few hundred kilometres or so, he is able to experience some of life's great adventures. "Even better if those adventures don't result in a call to either my insurance agent or bail bondsman," Garry points out. If you too want to experience the great open road one adventure at a time, check Garry out at [www.adventuredrive.ca](http://www.adventuredrive.ca) There, among other things, you can treat yourself to a copy of his book, Sowerby's Road, which is a great read and a wonderful way to travel the world, if only vicariously. ✦



now it's your turn

**Treat your friends and family to your own customized rally adventure!**



Does being privy to Garry Sowerby's travels make you wonder – could I put together some sort of mini road adventure? Road rallies are a great way to pass a sunny Saturday afternoon and, with good planning, you could be the toast of your friends and family!

There are countless ways you could set up your rally, but all have a couple of things in common – there must be at least two people in each car, a driver and a navigator, you should stagger the start times for your teams, and teams must set their trip odometers to '0' before they start. (In an official rally, there will also be an Odometer Calibration Zone, but for us rank amateurs, just thinking about that sucks the fun right out of it!)

When you're planning your adventure, remember that the world is full of amazing places and great people. Use your event to get out there and try different things and interact with interesting people. "Plan something that you like to do," says Garry. "If your group is fascinated with remote control airplanes, make hobby shops pit stops along the way and then have everyone end up at a fun fly."

Just about all rallies will have a route map, including riddles and cryptic directions, and a picturesque route to reach the destination. As you scout the route, take note of significant landmarks and checkpoints and use them to create interesting directions. For instance, if you want teams to turn left at a Starbucks you could write, "Celebrity deer make a left for their caffeine fix." On a column down one side of the page, list kilometres driven at certain

intervals so that teams will know if they are on track.

You could also set the destination and have people figure out their own routes to get there and then, over dinner, compare notes on who had the best and the worst route. In the true spirit of road rallies, you could set up a timed route based on the speed limit. When setting up this rally, note and follow speed limits and use a stopwatch to determine how long it should take to complete certain legs of the route. Then, you can set up checkpoints along the way to add or deduct points based on arrival time. (It is always fun to watch the faces of your buddies who are the speedsters as they realize that their need for speed will 'cost them the race!')

Rallies can be as creative as the person designing them. "Building challenges into your adventure is a great way to have fun and make the event memorable," says Garry. Scavenger hunt rallies are very popular with groups of family and friends.

Remember, some of the most beautiful scenery is right here in Canada so by all means, take advantage of it. With a bit of research, you can find really interesting, yet virtually unknown

places to pit-stop along the way. Garry has found plenty of them over the years. In the Newfoundland town of Harbour Grace, for example, the Harbour Grace airfield sits on top of a hill overlooking the town. The grass strip was built in 1927 as a launch point for most of the first transatlantic flights as well as a fuelling stop for early 'around-the-world' attempts. Two hours east of Thunder Bay is the Red Rock Inn, the beautifully-restored officers quarters of one of the area's former Second World War prisoner-of-war camps.

To keep Canada looking beautiful, you might consider offsetting the emissions generated from your rally by reducing greenhouse gas emissions elsewhere. Known as 'Carbon Offset', planting trees is a great way to help keep our air clean. Visit [www.treecanada.ca](http://www.treecanada.ca) to find out how you can 'grow clean air'.

If you want to dabble in Garry's world and create a memorable road experience, the Internet is a great place to get ideas. Just plug 'planning a road rally' into your search engine and see where the path takes you. ✦



#### LISA BENTLEY AT A GLANCE:

Date of Birth: November 28, 1968  
 Hometown: Etobicoke, Ontario  
 Height: 5' 4"  
 Weight: 115 lbs.  
 School: Graduated University of Waterloo, 1992  
 Bachelor of Mathematics and Computer Science  
 Bachelor of Education

11-Time Ironman Champion:  
 2007 Ironman Canada Champion  
 2006 Ironman Australia Champion  
 2005 Ironman Germany Champion  
 2005 Ironman Australia Champion  
 2004 Ironman Canada Champion  
 2004 Ironman Australia Champion

2003 Ironman Canada Champion  
 2003 Ironman Australia Champion  
 2002 Ironman Australia Champion  
 2001 Ironman New Zealand Champion  
 2000 Ironman New Zealand Champion

**Ironman Personal Best:**  
 9 hours 3 minutes, Ironman Australia

## going the distance

Ironman is an almost incomprehensible challenge for the body and the mind. It is that challenge that inspires Canadian Ironman athlete Lisa Bentley to push harder every race. Her career is a work in progress; a cycle, so-to-speak, of accomplishing goals and then setting new ones, of reaching success, only to want more. So far in her career, Lisa has won 11 Ironman races and placed top-10 in the Ironman World Championships six times. Not bad for a kid who placed 104<sup>th</sup> in her first running race in grade seven! Her ultimate goal, though, is to win the Ironman World Championship in Hawaii. Subaru Canada is one of Lisa Bentley's major supporters and wholeheartedly believes she will achieve this goal.

If you have ever watched TV coverage of Lisa Bentley competing in an Ironman race, you can't help but wonder what keeps a person going that great distance. An Ironman is made up of a 3.8-km swim, a 180-km bike ride, and a 42.2-km run – consecutively! The race usually takes Lisa about 9½ hours to complete and just about every one of those 226 kms is an exercise in sheer willpower.

The idea for the Ironman race was hatched in 1978 in Hawaii during a debate about what type of athletes were the most fit: runners, swimmers or cyclists. Navy Commander John Collins and his wife, Judy, devised a race that would settle the argument. They proposed combining the existing 2.4-mile Waikiki Roughwater Swim, the 112-mile Around-Oahu Bike Race and the 26.2-mile Honolulu Marathon into one mammoth race. The winner would be called the Ironman. Fifteen men participated in that original race. Today, tens-of-thousands of triathletes try to qualify for Ironman Hawaii every year. Only 1,700 succeed.

In conversation with Lisa Bentley, you quickly become aware of just how simple the concept of Ironman competition really is – train hard and stay positive. The physical side of the training regime is easy (so to speak). When Lisa is in training for Ironman Hawaii she maintains a gruelling schedule. Each week she will complete five bike rides (one of which is a long ride of 5 to 7 hours), four runs (including one long run of approximately 2 to 3 hours) and swim around 6 kilometres about five times a week. Add to that all sorts of specialized training such as high-gear biking, hilly running or long stroke swimming. Throw in physiotherapy three times a week, massage therapy twice a week and plenty of visits to her sports doctors, and Lisa's time is quickly consumed.

#### A question of mind over matter (or pain)

Lisa spends nearly as much time training her body as she does her mind. Have one 10-minute conversation with Lisa and you really feel like she could take on the world. It was not always that way. In 1997, after training at shorter distances, Lisa decided to move up to the Ironman distance. She placed 4<sup>th</sup> in her first Ironman, which sparked great plans from those around her.

The reality was, though, she had not yet developed the mental maturity to be a champion. "I always had passion, but let's call it 'wild passion'," says Lisa. "I believed that if I wanted to win, I just had to train harder and harder – I didn't fuel any of that passion toward mental strategies for success. I became completely burned out and so unhappy and tired and I lost all of my passion."

Lisa equates her experience to that of many who first start out in business, perhaps in a sales position. "They make their first sale, and their second, and they think they are doing a great job and that if they just work harder and harder they will sell even more," she says. "But, sometimes working harder isn't better – sometimes it is working smarter that matters."

That realization was the beginning of Lisa's journey towards personal excellence. Anyone can race to win, but a true champion races for personal excellence. Lisa learned about goal-setting and about racing a 'mental race.' Today, when Lisa mentally trains for a race, she visualizes herself racing perfectly. She will go through the race in her mind and even throw curveballs at herself so that she can be prepared for them if they happen during an actual race. "It's a lot easier to prepare for things to go wrong when your heart rate is 50 rather than 150," Lisa points out.



“Your legs might be pumping the bike pedals, but it’s your mind that is getting you up that hill.”

**Beauty and the Beast**

Mental preparedness separates racers from champions. The St. Croix Ironman 70.3 (70.3 is the Half Ironman series) is often referred to as Beauty and the Beast. The beauty part is a given if you’ve ever been to the island of St. Croix. The Beast, though, is not quite so beautiful. Twenty-one miles into the cycling portion you reach ‘The Beast’, a 600-foot climb on a stretch of highway 7/10 of a mile long with an average grade of 14 percent and a maximum grade of 18 percent. Beauty and the Beast is one of Lisa’s favourite races. “Not for one single second on this monstrous hill can you think you can’t make it – or you won’t,” says Lisa. “This hill is a perfect example of the mental side of the race. Your legs might be pumping the bike pedals, but it’s your mind that is getting you up that hill.”

Lisa has an almost unfalteringly positive outlook, one that always serves her well – well, almost always! Most racers will tell you that you can race through discomfort, but not through pain. Pain can do damage. As you can well imagine, though, the body of a triathlete is a roadmap of aches and pains. Sometimes it is difficult to tell what is ‘discomfort’ and what is a problem. During the 2005 Ironman Hawaii, Lisa experienced pain in her side but continued the race. Approximately 16 km into the run Lisa was forced to stop, her body was in such pain all over, it was hard to say where the ‘side’ pain began and ended. At the encouragement of her husband and coaches, the next day she headed to the local hospital for a CAT scan. The result was a shocker – Lisa had almost completed the entire race with a ruptured appendix.

**You Can’t Make me Quit**

Lisa just loves the ‘curveballs’ that Ironman throws at her. “Never give in to discouragement no matter what happens,” she says. “If, during the bike portion you get a flat tire, don’t get discouraged. Challenge yourself to change the tire as quickly as possible and use the time to plan how you are going to catch up.”

“Over the past 17 years of racing triathlons, I have stood on hundreds of start lines,” says Lisa. “The neat thing about those start lines is that all the women are very talented and very fit and I’d say that we are all within about 5% of each other in terms of fitness. On any given day, any woman on that start line could win the race.” However, some women on that start line will never win a single race. “It is not a lack of talent that will keep them from winning,” says Lisa, “but, rather a lack of wholeheartedness, passion and self-belief. True champions, whether it is in sport or in business, succeed because they have a passion for what they do. When you love what you do and you do the proper preparation, both physical and mental, to accomplish your goals, then you become a magnet for success.”

Lisa’s mental preparedness serves her well. During the swim portion of a recent race, she was elbowed in the eye and, unbeknownst to her, sported a black eye for the remainder of the race. During the bike portion, all of her food fell off the back of her bike. She stepped on a tack running to the start line of the marathon and right after that she brushed up against a bush and ripped her race suit.

In all, 14 different ‘mishaps’ happened to Lisa that day. She accepted everyone as a challenge and used it to make her mentally and physically stronger. You guessed it – she won that race.

**There’s no stopping at Ironman**

The very best from all over the world come to Ironman Hawaii to compete. This is the big one. The one everyone trains for. So, what does an athlete do after finishing a race like the Ironman World Championship? “Usually, that’s the time to take a rest, cut back on the training, and just let the body recover” says Lisa. Last year, after finishing a career best of 3rd place in Hawaii, Lisa decided to try something a bit different. It was the inaugural year of the 70.3 World Championships in Clearwater, Florida. “I just love to run so, knowing that my body was in top form, I decided to ‘treat myself’ by competing in that race.” While the rest of us just want to roll over and go to sleep just thinking about what Lisa puts her body through, she is so physically and psychologically into the sport that one more competition before going into ‘rest and recovery’ mode is a ‘treat!’ Lisa won silver in that race.

Lisa has been quoted as saying, “Consistency is key to staying in shape, but nutrition and mental preparation are required to succeed. It’s not a matter of getting fitter. It’s getting smarter.” Recently Lisa has needed all of the positive thinking she could muster after seriously stressing an old injury at this year’s Ironman Australia. After winning that race an incredible five years in a row and holding the women’s run time record, Lisa had to give up the lead and walk the last 12 km of the race. Those who know her were not surprised by her reaction. “Today was a great day,” said Lisa. “I did the best I could do. Sometimes, we have the races of our lives and we win and sometimes we have the races of our lives and we walk and we still win.”

After Lisa’s highly successful 2006 season, a little rest and time off from competition gave this fine-tuned racing machine some extra ‘oomph’ at the 2007 Subaru Ironman Canada on August 26. Lisa took the title once again, marking her third win at the Canadian event and 11th career championship.

Look for TSN’s broadcast of the Subaru Ironman Canada event October 20th and the Ironman World Championship (Hawaii) airing early in the new year. See how a true competitor comes back with a vengeance! ➔

# 10 weeks to 10 km

After reading Lisa’s story, the urge to get out and run is almost irresistible. If you’d like to give the sport a try, here’s a schedule to get you up and running 10 km in a reasonable and manageable timeframe. So, get yourself a good pair of shoes and hit the pavement, one step at a time.

**Week 1**  
**M:** Run/walk 20 minutes  
*For beginners – run 2 min. on and walk 1 min. – repeat this sequence for all runs this week; some people may be able to run 5 min. and walk 1 min. or run 10 min. and walk 1 min. Otherwise, run the entire 20 min. easy.*  
**T:** Day off/alternate activity  
**W:** Run/walk 20 min.  
**T:** Day off/alternate activity  
**F:** Run/walk 20 min.  
**S:** Keep active – ride a bike or take a walk or garden  
**S:** Run/walk 25 min.

**Week 2**  
**M:** Run/walk 20 min.  
*Aim to run a bit longer, say 4 min. and walk 1 min.*  
**T:** Day off/alternate activity  
**W:** Run/walk 25 min.  
**T:** Day off/alternate activity  
**F:** Run/walk 25 min.  
**S:** Be active!  
**S:** Run/walk 30 min.

**Week 3**  
**M:** Run/walk 25 min.  
*For beginners – build the run part to 5 min. and walk 1 min.*  
**T:** Day off/alternate activity  
**W:** Run/walk 30 min.  
**T:** Day off/alternate activity  
**F:** Run/walk 30 min.  
**S:** Alternate activity  
**S:** Run/walk 35 min.

**Week 4**  
**M:** Day off/alternate activity  
**T:** Run/walk 30 min.  
*Beginners should continue to build the run segment now to 6 min. run and 1 min. walk.*  
**W:** Run 20 min.  
*Walk where necessary – this is the first back-to-back to back-to-back run week.*  
**T:** Run/walk 30 min.  
**F:** Day off/alternate activity  
**S:** Run/walk 40 min.  
**S:** Run 20 min.  
*Aim for as much continuous running as you can*

**Week 5**  
**M:** Day off/alternate activity  
**T:** Run/walk 35 min.  
*Beginners continue to build their continuous run segment to 7 min. run and 1 min walk.*  
**W:** Run 20 min.  
*Aim for as much continuous running as you can*  
**T:** Run/walk 30 min.  
**F:** Day off/alternate activity  
**S:** Run/walk 45 min.  
**S:** Run 20 min.  
*Try to run continuously*

**Week 6**  
 Recovery week  
*Add in alternate sports and give the running a bit of a break*  
**M:** Day off/alternate activity  
**T:** Run/walk 30 min.  
**W:** Day off/alternate activity  
**T:** Run/walk 30 min.  
**F:** Day off/alternate activity  
**S:** Run/walk 30 min.  
**S:** Day off/alternate activity

**Week 7**  
**M:** Run/walk 40 min.  
*Continue to build that continuous run segment to 8 min. and 1 min. walk.*  
**T:** Day off/alternate activity  
**W:** Run easy 15 min.  
*Stop and then run 6 x 20 sec. accelerations with 40 sec. recovery – feel fast, smooth, light – have perfect form;*  
 Run 10 min. easy.  
**T:** Day off/alternate activity  
**F:** Run/walk 40 min.  
**S:** Day off/alternate activity  
**S:** Run/walk 50 min.

**Week 8**  
**M:** Run 20 min.  
*Aim for a continuous run*  
**T:** Day off/alternate activity  
**W:** Run/walk 45 min.  
*Continue to build that run segment to 9 min. of running and 1 min. of walking.*  
**T:** Day off/alternate activity  
**F:** Run easy 15 min.  
*Stop and then run 6 x 30 sec. accelerations with 90 sec. recovery – feel fast, smooth, light – have perfect form;*  
 15 min. easy  
**S:** Day off/alternate activity  
**S:** Run/walk 55 min.

**Week 9**  
**M:** Day off/alternate activity  
**T:** Run 10 min. easy to loosen  
*Stop and then run 6 x 20 sec accelerations – feel fast, smooth, light – have perfect form – take 40 sec rest in between each;*  
 10 min. run to loosen up again.  
**W:** Day off/alternate activity  
**T:** Run/walk 45 min.  
**F:** Day off/alternate activity  
**S:** Run/walk 60 min.  
**S:** Day off/alternate activity

**Week 10**  
**M:** Run 15 min easy  
*Stop and then run 8 x 30 sec. accelerations – feel fast – take 1 min. recovery;*  
 15 min. easy jog.  
**T:** Day off/alternate activity  
**W:** Run/walk 45 min. easy  
**T:** Day off/alternate activity  
**F:** Run/walk 30 min. easy  
**S:** Run/walk 20 min. easy  
**S:** Day off/alternate activity



## the subaru way

Some cars are built on an assembly line. Ours are built on a set of values. At Subaru, we believe that All-Wheel Drive is a better way to drive, so we make it standard. We believe in longevity, so 93% of our cars built in the last 10 years are still on the road today.\* We believe in the highest levels of safety and, therefore, achieve top crash-test ratings across our entire lineup.

We also believe in the environment, so every Subaru built in North America begins life in a plant with zero-landfill status – and nearly everything in the manufacturing process is recycled. (For more on the Subaru of Indiana factory, check out the article entitled, “Subaru of Indiana Automotive: green inside and out”)

Subaru comes by these core values naturally. Our parent company, Fuji Heavy Industries (FHI), is a strong believer in “kaizen” – or continuous improvement – in all aspects of business. In addition to continually finding ways to improve Subaru vehicles,

FHI is also reducing their impact on the environment at each stage of operation – from product development through manufacturing, usage and disposal.

Examples of these efforts include reducing carbon dioxide emissions through energy-conservation programs, introducing alternative sources of power such as wind turbine electric power generating systems, and developing environmentally-friendly engine and battery technologies for production-based vehicles.

These initiatives and our strong set of values resonate with both customers and corporate partners alike.

*“Perfect balance is the key,” says Katsuhiko Yokoyama, President & CEO of Subaru Canada, Inc. “Everybody wants safe, efficient and fun to drive vehicles that have excellent value and minimal overall impact on the environment. This is the Subaru way. In fact, it’s what makes a Subaru, a Subaru!”* ✦

\*Total Vehicles In Operation Report 1997-2006 - R.L. Polk & Co. and internal sales data.

## interface with subaru: a lean, green partnership

Interface is a world leader in the commercial interiors industry and an organization that takes their environmental impact very seriously. They produce environmentally-responsible floor coverings and other textiles that make their competitors turn green – with envy.

The company recently established their Mission Zero™ promise, “To eliminate any negative impact that the Interface companies have on the environment by 2020.” Their aim is to show the industrial world what sustainability looks like in many aspects – people, process, product, place and profits.

In October 2006, Interface decided to partner with a like-minded automobile manufacturer that would provide vehicles for their sales associates. They chose Subaru over all other manufacturers, including those that produce hybrid vehicles, for a number of key reasons.

First, the addition of the Subaru Outback Limited 2.5i to their fleet has allowed Interface to fulfill a commitment to make its U.S. light duty fleet 100% SmartWay™ certified.

The SmartWay™ certification is earned by those light-duty vehicles that the U.S. Environmental Protection Agency (EPA) considers to be the cleanest and most fuel-efficient vehicles available when evaluating both air pollution and greenhouse gas emissions. The Subaru Outback was the highest-rated small SUV in the EPA’s Green Vehicle Guide.

“We chose the Outback because it is a partial zero emissions vehicle (PZEV) that meets the nation’s most stringent standards for GHG (greenhouse gases) emissions,” said Tim Riordan,

Vice President, supply chain for Interface, Inc. “Additionally, Subaru was the only automobile manufacturer that would guarantee delivery of PZEV vehicles in any state.” (Subaru is also currently investigating ways to bring these more eco-friendly vehicles to the Canadian market).

Vehicles earning the PZEV emission rating are 90% cleaner-running than the average new vehicle. In fact, all of Subaru PZEV vehicles meet California’s more stringent SULEV (Super-Ultra-Low-Emission Vehicle) exhaust emission standard for 15 years/150,000 miles, as well as its zero-evaporative-emission standard.

According to Riordan, his company also chose the Outback “because it has earned NHTSA’s 5-star crash test rating.” This rating is the result of Subaru’s advanced passive safety features, such as the super-strong ring-shaped reinforcement frame. To top it all off, the Outback also boasted greater interior space than the typical environmentally-friendly vehicle.

Over and above these specific criteria, Interface picked Subaru because they wanted a partner in creating immediate and measurable benefits by reducing overall greenhouse gas emissions. Therefore, together, the two companies created the “climate-neutral” incentive for Interface associates who choose to drive Subaru vehicles.

As part of this incentive, Subaru will sponsor the planting of thousands of trees through American Forests’ Global ReLeaf program, making the operation of these vehicles climate-neutral for the first 60,000 miles – and equating to the sequestration of 21.6 metric tons of carbon per vehicle.

This partnership – powered by a common concern for people and the environment – may just be the model for other companies to follow down the road. ✦

# Interface®

## Subaru of Indiana Automotive: green inside and out



Subaru of Indiana Automotive, Inc. (SIA) plant in Lafayette, Indiana was named a Backyard Wildlife Habitat by the National Wildlife Federation and is the first automobile assembly plant in the U.S. to achieve zero landfill status.

It’s no secret that people are showing more concern and care for the environment these days than ever before. Environmentally-aware behaviour is rapidly becoming an integral part of the simple decisions we make every day, from recycling paper products to using energy-

efficient light bulbs in the home. We all want to play a part in reducing consumption because it’s an important issue – now and for the future.

Of course, the automobile industry is not exempt from environmental concerns.

100% of the waste created in building these vehicles is reclaimed for other purposes.

Customers are demanding better fuel efficiency and emissions standards – and the manufacturers are delivering. But there’s another consideration to take into account: the environmental impact of a vehicle, throughout its lifecycle, right from the moment it’s produced.

As with most production processes, the manufacturing of an automobile creates considerable waste – except in the case of the Subaru Outback, Legacy and Tribeca. That’s because these three vehicles are built in the Subaru of Indiana Automotive, Inc. (SIA) plant in Lafayette, Indiana, and,

in 2004, this facility became the very first U.S. automobile assembly plant to directly landfill zero waste material.

This means that 100% of the waste created in building these vehicles is reclaimed for other purposes. Even the food waste generated by employees in the on-site cafeteria is sent to a plant that uses the waste to produce electricity.

Some of the systems used to help maintain this zero landfill status have been relatively simple to implement; for example, separate bins to recycle paper and plastic products. Other systems, such as the solvent recovery program and the paint department’s sludge reuse program, have required significant innovation and capital investment.

These high standards are being set outside the plant as well. In 2003, the 832 acres that make up the SIA facility were named a Backyard Wildlife Habitat by the National Wildlife Federation. This was another first for Subaru – and for the entire industry; no other automotive manufacturing plant in America has ever received this designation. The area surrounding the plant is home to many important species such as bald eagles, deer, coyotes, beavers and Canada geese.

While the idea of a modern manufacturing facility located within a pristine wildlife habitat that produces zero waste might seem like a fantasy, Subaru has proven that it is possible to create a sustainable business that also maintains a clear focus on the environment. The other message is this: When considering the environmental impact of your vehicle, fuel efficiency and tailpipe emissions are just part of a much bigger picture. ✦

For more information on the progressive environmental efforts of Subaru in North America, visit [www.subaru-earth.com](http://www.subaru-earth.com)



Top left: 2006 Governor’s Award for Environmental Excellence. Top right: 2006 Environmental Protection Agency (EPA) Gold Achievement Award. Bottom: Recycling station along the assembly line at SIA.

# taking a road trip...

...before the warmer months fade away?

Your Subaru was built for the outdoors – and it's the perfect car for exploring this great country all year round. The steps needed to prepare your car for a road trip, however, can be quite different depending on the season.

Preparing for road trips during the warmer months is all about making sure things will work properly and not suffer from the sometimes intense heat.

Making sure your Subaru is ready is as easy as making an appointment with your Subaru Dealer – the only service department with genuine Subaru parts and accessories and factory-trained technicians.

During a service visit, these technicians will give your Subaru a thorough check-up, ensuring the fluid levels are okay, the tires are in good shape and more significant components such as axle shafts are free of wear.

While a service visit is needed to take care of more significant maintenance issues, you should always check the following items yourself before and during a major road trip:

✓ Engine oil level should be checked prior to departure and at every second fuel fill-up thereafter. This should be done on a level surface and preferably while the engine is still cold to make sure all the oil has dripped back down to the oil pan. Most people don't realize this, but adding too much oil can also be harmful to your engine so you want to make sure your measurement is accurate. Always carry oil with you in the trunk in case you need to add some.

✓ Tire pressure should be checked before leaving (when the tires are still cold) and each morning of your trip. Also, take a quick look at the tire tread to make sure you have not gathered a nail, screw or piece of metal along the way. If you find anything embedded in a tire, don't pull it out as this will likely make the tire go flat. Instead, drive slowly to the closest service station and have the tire checked out.

✓ Make sure there is coolant in the overflow container; please refer to your owner's manual for specifics.

✓ Fill your car with good windshield washer fluid and carry some extra fluid in the car. In winter months, slush and ice is the enemy; in warmer months, it is the bugs!

✓ When you park overnight, always check under the car before leaving the next morning to make sure nothing has sprung a leak. (Note that water dripping from the area under the front passenger's feet is normal; this is from the dehumidification of the air by the air conditioning system.)

✓ Check your transmission fluid, brake fluid and power steering fluid levels every 2000 kilometers; again, check your owner's manual for specifics.

✓ Make sure you have your Subaru Dealer Directory prior to leaving just in case you need extra help along the way.

### Trailer Towing Tips

A camper or a boat is a great way to get out and explore in warmer months – but towing either one requires some preparation.

First and foremost, make sure your trailer is within the weight limit allowed for your Subaru. This information can easily be found in your owner's manual. If you are pulling a heavy trailer, your Subaru may also need a transmission cooler; again, this information is in your owner's manual.

If you are not sure if your vehicle is properly set up to tow heavy loads, please check with your Subaru Dealer as serious transmission damage can occur.

Something else to keep in mind is when you last had your trailer tuned-up. Wheel bearings, brakes, tires and suspension parts should all be inspected on a regular basis for safe and worry-free travel. This is especially important if the trailer is only used occasionally.

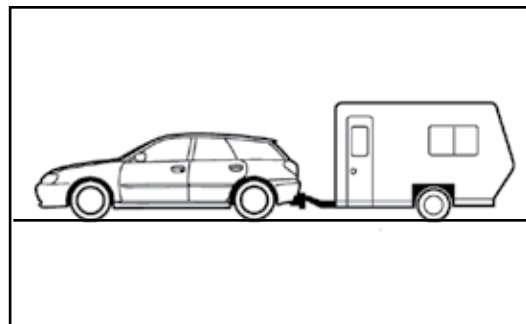
Of course, it is not necessary to have your trailer tuned up at your local Subaru Dealer, but they may be able to accommodate you if you don't have a trailer specialist in your area.

### Next topic: Towing your Subaru Behind a Motor Home.

If your vehicle is equipped with a manual transmission, you can safely tow it with all four wheels on the ground, the transmission in neutral and the ignition key in the accessory position. (Make sure you don't have too many accessories on or your car battery will run down.)

However, if your vehicle is equipped with an automatic transmission, you cannot safely tow it for any length of time, the transmission will quickly suffer serious damage due to lack of lubrication.

By following these recommendations, you'll be well on your way to ensuring a fun, safe and trouble-free road trip! ✦



# ready to go

Depending on where you plan to take your Subaru, there are a wide range of accessories to make the trip more convenient and more comfortable. Select a destination, choose a purpose, pack and go. Visit [www.subaru.ca](http://www.subaru.ca) or your local Subaru Dealer for more accessory options and availability.



This lockable bike carrier is just one of many roof-mounted accessories available.



Available in a variety of shapes and sizes, cargo roof boxes help store extra gear for those longer getaways.



Keep all your gear organized with these handy cargo area nets (each sold separately).



Protect the inside from the outside with this cargo area tray and keep valuables hidden from prying eyes with this cargo area cover.



This moonroof deflector helps you make the most of those beautiful sunny days by reducing wind noise and glare from the sun.



Add comfort for long trips or everyday driving with this convenient armrest extension.



Enjoy 100% commercial free music and radio programming with XM® and SIRIUS® Satellite Radio – the official soundtrack for your next road trip.



This rugged trailer hitch sets the stage for towing duties or supporting a hitch-mounted bike carrier.

# this is true love

## One man's addiction to Subaru



When you were a kid, did you enjoy doing jigsaw puzzles? Perhaps you still do! James McIntosh Jr. is the ultimate jigsaw puzzle master. Except, when James' puzzle is all put together, he can drive away in it. James drives a 1998 Impreza, but this car is unlike any other Impreza on the road. It is the culmination of a great deal of work – and of Subaru parts from all over the world!

James has been loyal to Subaru since he bought his first car, a 1999 Impreza TS. At the time, he purchased the car because, after finishing college, it was the best buy on the market. He wanted a vehicle that was reliable, safe and affordable. What he did not expect, though, is that he would fall in love with both Subaru and the Subaru culture.

Today, James is the Club Principal and Webmaster of the 3,000-member Toronto Subaru Club and he is now on his third Subaru! Shortly after he joined this independent Subaru Club, James traded his TS for a 2000 Impreza 2.5RS. "I did a lot of work to that car and it oozed personality," says James. "It looked cool and was a blast to drive on tracks like Shannonville Motorsport Park." Not everyone gets a chance to try their 'ride' on a major racetrack, but this is just one of the perks of being involved with the Toronto Subaru Club. James remembers his first spin around the track at Shannonville was, quite literally, a spin. "Driving on a racetrack that, on any given day, is home to automobile and motorcycle races is exhilarating," raves James. "Of course we keep things safe, but with these Subaru cars and their fantastic handling ability, it is fun to push the car, and ourselves, and watch the dust fly as we hit the corners."

### Third time's a charm

James learned, though, that his hobby could get quite expensive, so he went about Subaru #3 in a much different manner. Rather than purchase a car and then spend a lot to personalize it, he took things from the opposite direction. "I spent over a year saving up and collecting rare classic-generation Impreza goodies before I even



### Subaru Clubbing...

If you like the idea of belonging to an independent club where you can hang out, trade tips and generally talk shop with other Subaru owners, here are a number of clubs, some Canadian and some International, to consider joining:

- Atlantic Canada Subaru Club: [www.subaruclub.ca](http://www.subaruclub.ca)
- National Capital Subaru Club: [www.ottawasubaru.com](http://www.ottawasubaru.com)
- Montreal Subaru Club: [www.montreal-subaru-club.com](http://www.montreal-subaru-club.com)
- Toronto Subaru Club: [www.toronto-subaru-club.com](http://www.toronto-subaru-club.com)
- North American Subaru Impreza Owners Club: [www.nasioc.com](http://www.nasioc.com)
- U.K. Subaru Impreza Drivers Club: [www.sidc.co.uk](http://www.sidc.co.uk)

purchased my car," says James. This 'new' car "started life," he says, as a green 1998 Impreza Brighton Wagon. Today the vehicle resembles a Japanese spec, first-generation Impreza wagon, but it took a lot of work to get it there. He literally purchased Subaru parts from all over the world to create his latest showstopper. And, this one has performance to match its looks. "This is by far the best performance car I've ever owned," James admits.

So, where can James go from here? Actually, he's got it all figured out. He has set his sights on a classic 1998 Impreza 22B STI. This vehicle can only be purchased overseas so to make it financially prudent, he has to wait until 2013 when the car is 15-years-old, thus making it a 'classic' and duty-free. Until then, we can bet that James will be saving his pennies and collecting Subaru parts from all over Canada and the world to make that 22B STI his own! ✦



The Ross Family chose SUBARU

The Ross family loves their Subarus! Almost every member of the family has his/her own (Dad is looking forward to getting his own Subaru soon). If you would like to share your Subaru story visit [www.subaru.ca/mysubarustory](http://www.subaru.ca/mysubarustory)



Built upon a World Rally Championship (WRC) heritage, the Impreza WRX STI is for the performance driver at heart. It will make you feel like you're tearing up the track, even when just driving down the street.

The STI line of merchandise, part of the Subaru Symmetry line of products, is designed to appeal to the most serious driving enthusiasts.



Drop by your local Subaru Dealer to get in gear with Subaru Symmetry today!

Return undeliverable Canadian addresses to:

**SUBARU CANADA, INC.**

560 Suffolk Court  
Mississauga, ON  
L5R 4J7

1 800 876-4AWD  
www.subaru.ca

**PUBLICATION AGREEMENT  
40843047**

## WHAT'S ON YOUR MIND FOR THE ROAD AHEAD?

Graduating college or university is a huge accomplishment. When it's finally time to enter the workforce, you'll want a vehicle that is not only reliable and safe, but also stylish and incredibly fun to drive – no matter the road or weather conditions. You want it all, but don't want to break the bank doing it. That's where Subaru can help.

Through our Graduate Reward Program, Subaru Canada, Inc. is proud to offer a \$750 cash rebate to qualified college and university graduates who purchase a new Subaru vehicle. That's a \$750 cash rebate no matter which Subaru model you choose. Whether you pick the outstanding value of an Impreza, choose a Forester, Legacy, Outback, Tribeca or even treat yourself to a WRX STI, you'll be getting everything you want – including the superb traction and control of Subaru symmetrical full-time All-Wheel Drive – for less than you imagined!

If you are within four months of graduating or have already graduated from a recognized university or college within the last two years, drop by your local Subaru Dealer to learn more about our \$750 Graduate Reward Program. It's the intelligent choice.



Impreza 2.5i (4-door)



Impreza WRX (5-door)



\* Eligible participants must be within four months of graduation, or have graduated in current year or previous two calendar years from a recognized university undergraduate degree program or two-year college program (48 weeks minimum). Rebate is applicable to new, unregistered vehicles only. Lifetime limit of one graduate rebate per qualified buyer. Vehicle must be registered in the graduate's name. Rebate is over and above most consumer retail offers available from Subaru Canada, Inc. Offer is non-transferable.



**SUBARU**