

The Magazine for Canadian Subaru Owners

SIX STAR MAGAZINE

Winter 2009/2010

2010 LEGACY

Learn how this sedan
commands respect

GOING FOR GOLD

Celebrating Canada's top
10 Olympic winter moments

GO HANDS-FREE FOR CAREFREE CONNECTIVITY

New legislation makes
hands-free connectivity a must

 **SUBARU**



2010 Legacy 2.5GT model shown.†

Get the sedan that commands respect.


INTRODUCING THE DYNAMIC JAPANESE ENGINEERED SUBARU LEGACY. Even Mother Nature knows an amazing car when she sees one. The new Legacy combines style and dynamic performance. A powerful SUBARU BOXER engine means it's a family sedan that's still fun to drive. And its bold new design means you can be proud to be seen in it. Visit DriveLikeNoOther.ca for a special virtual test drive, and hear why the 2010 Legacy deserves all the special treatment it gets.

THE ALL NEW 2010 LEGACY. Well equipped from **\$23,995†**




DriveLikeNoOther.ca


†MSRP of \$23,995 on 2010 Legacy 2.5i (AA125). ††Model shown is 2010 Legacy 2.5GT (AA1GTN), MSRP of \$38,395. Freight, PDI, license, insurance, registration and taxes are extra. Vehicle shown solely for purposes of illustration and may not be equipped exactly as shown.

2010 SUBARU LEGACY
The all-new sedan with a serious aversion to compromise. **04**




TOP 10 CANADIAN OLYMPIC WINTER MOMENTS
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Photo: Aldas Minkevicius



Subaru Canada's executive team (clockwise): Brian Hawkins, Don Durst, Gary Filippini, Katsuhiro Yokoyama, Ted Lalka and Yasushi Enami.

It's our pleasure to present you with the latest edition of *Six Star* and to invite you to flip through this side of the magazine.

Inside, you'll discover how your voice inspired the development of our exciting all-new Subaru Legacy (page 4). We believe no one is more qualified than you, our valued customer, to help us keep pace with changing consumer expectations. You told us what you wanted, we listened and, we are proud to say, we delivered!

As we get ready to watch a new generation of athletes mesmerize the world this February, we also relive some of the most memorable performances of Winter Games past (page 10). And you'll find news on our rally involvement (page 16), updates on the 2010 Impreza (page 17), and information about our most current safety ratings (page 20).

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GENERATION NEXT

THE 2010 SUBARU LEGACY
CONTINUES A TRADITION
OF EXCELLENCE.



A bold new version of the Subaru Legacy, the popular mid-size sedan that's thrilled Canadian drivers since 1989, is in dealerships now. This fifth-generation Legacy is larger yet still maintains its nimble handling. It's more responsive yet offers substantially better fuel economy. And it's more comfortable while maintaining its sporty appeal. An ideal family sedan and a true driver's car – it's a sedan that commands respect.

While the previous version was a critical and popular success due to its sleek styling, superior all-weather/all-condition performance and remarkable driving dynamics, just like the saying goes, there's always room for improvement. In this case, the motivation behind the process was the Subaru customer.

Prior to developing the 2010 model, Subaru conducted in-depth research to find out how to make a truly great sedan even better. From all the information gathered, the new Legacy was developed – and the result is a car that's more customer-focused than ever before.



TAKE A 90-SECOND
VIRTUAL TEST DRIVE AT
drivelikenother.ca



While it [the previous generation Legacy] had all of the desirable bits that comprise a good family car – power, handling, comfort and one of the best AWD systems – it lacked the sales-clinching element. The increase in size, a sportier persona and revised pricing (the base car is now \$3,000 less expensive than the car it replaces) deliver the missing ingredients [in the new 2010 model].
 – GRAEME FLETCHER, NATIONAL POST

YOU ASKED, WE DELIVERED

There is much improved for 2010. The new Legacy is more responsive yet more fuel-efficient; larger yet nimble; more comfortable yet sportier than ever; an ideal family sedan, but still a driver's car that truly compromises on nothing!

BETTER FUEL ECONOMY

Achieves front-wheel-drive fuel economy with AWD performance. In fact, models equipped with the Lineartronic™ CVT achieve over 1,000 km[†] per tank on the highway.

MORE INTERIOR SPACE

Head, hip, shoulder and rear legroom have increased creating a spacious cabin. Cargo volume has increased by 30%. Door openings have been enlarged to enhance the feeling of spaciousness, make getting in and out quicker, and make installing and removing child seats easier.

MORE COMFORT

New subframe and suspension reduce road noise and vibration. The height and frame of seats have been increased and redesigned to better support the back.

MORE CONVENIENCE FEATURES

New features like Bluetooth® mobile communication systems and a MediaHub for iPod® and USB integration keep you connected and thoroughly entertained.

ENHANCED STYLING

An all-new design delivers a sporty new look inside and out.

IMPROVED AERODYNAMICS

The co-efficient of drag has decreased resulting in less wind noise at speed and better fuel efficiency.

[†]It is possible to travel up to 1,077 km on one tank of fuel based on estimated fuel consumption figure rating posted by Natural Resources Canada of 6.5L/100 km (highway) for a 2010 Subaru Legacy equipped with continuously variable automatic transmission and a 70L fuel tank capacity. Actual fuel consumption will vary based on driving conditions, driver habits and vehicle load.

*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) (www.iihs.org). A "Good" rating obtained in all three crash tests plus a "Good" rating in new roof strength testing and the availability of Electronic Stability Control (ESC) (Vehicle Dynamics Control) achieves a 2010 Top Safety Pick.

Upon first glance, the most noticeable change is to the exterior design. The 2010 Subaru Legacy has an aggressive stance with muscular front and rear fenders; it's still a sleek sedan, but it boasts more attitude this time around. Larger hawk-eye headlights, a larger front grille and a more sculpted front bumper also contribute to giving the 2010 Legacy a completely new and more powerful image.

The new Legacy is also larger than the previous version, adding to the bigger visual impact. The 2010 model is 80 mm taller, 35 mm longer and 90 mm wider than last year's model, but these seemingly small measures have created a big impression.

The car has a much longer wheelbase now and this has translated into significantly more interior room; this aspect of the redesign was something that customers asked for specifically. (The longer wheelbase also equates to a smoother ride.) Both front- and rear-seat passengers will enjoy more headroom, hip room and shoulder room than in

any previous generation version. Better still, there's 100 mm more legroom for rear-seat passengers. Trunk space has also grown, by 30% to 415 litres – or enough room for four 9-inch diameter golf bags. As before, the 60/40-split rear seats fold down flat to carry larger items, and non-intrusive struts that support the trunk lid make it easier to load and accommodate bulkier cargo.

Under the skin, the Legacy continues to benefit from the seamless power delivery of the SUBARU BOXER engine and the superior traction of Subaru symmetrical full-time All-Wheel Drive. These characteristics have definitely been critical to the success of previous generations for a few very simple reasons: They offer superior performance and they help to define what a Subaru is. The Legacy also comes standard with other advanced driver aids including traction control, Vehicle Dynamics Control and 4-wheel ABS.

For 2010, four different models are

available: the Legacy 2.5i, PZEV, 2.5GT and 3.6R – and there are various upgrade packages and multimedia options in the mix as well. Powered by a 170-hp 2.5-litre SUBARU BOXER engine, the Legacy 2.5i is the well-equipped entry model that provides maximum bang for the buck. Standard equipment includes heated front seats, light-sensing automatic headlights, an ECO gauge to monitor fuel efficiency in real time, a sporty 6-speed manual transmission and the driver-selectable Hill Holder system for starting on an incline.

The Legacy PZEV offers all the power and performance of the Legacy 2.5i combined with more smog-fighting capabilities. Standard equipment includes everything mentioned for the 2.5i (excluding 6-speed manual transmission), along with a 10-way power driver's seat, 16-inch alloy wheels and, of course, special PZEV equipment for the engine and exhaust systems that significantly reduces emissions.

For a sportier driving experience, you have the choice of the spirited 265-hp Legacy 2.5GT or the ultra-refined 3.6R – both deliver plenty of thrills behind the wheel. The former boasts a 2.5-litre turbocharged engine, a revised 6-speed manual transmission and 18-inch wheels. The Legacy 3.6R features a 3.6-litre 6-cylinder SUBARU BOXER that runs on regular unleaded fuel and generates a healthy 256 hp; this model also comes equipped with a power moonroof, twin exhaust and a 5-speed SPORTSHIFT® automatic transmission with steering wheel-mounted paddle shifters and blipping control enhanced for greater performance and efficiency.

The new Legacy also has a few new tricks up its sleeve. Chief among these is a new Lineartronic™ CVT (Continuously Variable Transmission). Accompanied with paddle shifters, it delivers incredible smoothness and superb fuel efficiency. In fact, the Subaru Legacy 2.5i with the optional CVT can get over 1,000 km[†] per

tank, using regular unleaded fuel during highway driving – more than many smaller, front-wheel-drive vehicles. The CVT is also standard equipment on the Legacy PZEV, making this "green car" even more so.

A combination of refinements to the engines and transmissions, plus improved aerodynamics, has helped to give the new Legacy fuel efficiency numbers that compare very favourably to the vehicle's two-wheel-drive competitors.

For 2010, there's even more safety on tap including whiplash-reducing front seats, a stronger chassis and better crashworthiness overall. No surprise, then, that the 2010 Subaru Legacy has recently been named a 2010 Top Safety Pick* by the Insurance Institute for Highway Safety (IIHS).

Inside, the refinements continue: Of course, there are the tangible benefits of more headroom, legroom, hip room and shoulder room, but the Legacy also incorporates more high-quality materials and plenty of interesting available features.

The height and size of the seats have

increased, and the seats have been redesigned for better back support and superior comfort. The seat surfaces are dressed in either premium fabric or luxurious leather, boosting the comfort level even more.

Available interior features include a Harman Kardon® speaker system, a DVD-based navigation system, a MediaHub for iPod® and USB stick integration with the audio system, Bluetooth® connectivity, Bluetooth® audio streaming and the list goes on.

It's also worth noting that the Subaru Legacy (as well as the Subaru Outback and Tribeca) is built at the Subaru of Indiana Automotive, Inc. facility in rural Indiana, the first zero-landfill automotive plant in the U.S. This offers proof positive that Subaru keeps the customer, as well as the environment, top of mind at all stages of development from the initial design of the car right through to production.

While the list of improvements to the 2010 Subaru Legacy is a result of the engineers' and designers' efforts, the customer played a key role in guiding the creation of the list. The outgoing Legacy was a tremendous sedan with an incredibly loyal following; the revised version adds a compelling new chapter to the story. These improvements – combined with the inclusion of longstanding Subaru qualities such as Japanese reliability, top-notch safety and nimble handling – promise to make this Legacy another favourite among people who love to drive and refuse to compromise.

To top it all off, the new Legacy also features a new, lower base price starting at \$23,995. More car, less money – precisely the kind of approach that's defined the Legacy since it first appeared on the market. ✦



AUTO ON/OFF HEADLIGHTS

A light sensor triggers the headlights automatically at dusk (or any time that daylight is restricted) and will shut them off when you remove keys from the ignition.



ELECTRONIC PARKING BRAKE

Easier to operate than a pedal or lever, the electronic push-button parking brake also opens up space in the footwell and centre console.



BLUECONNECT®

Utilizing Bluetooth® technology, the voice-activated hands-free blueconnect® system is conveniently located on the centre stack with built-in speaker and includes a discreetly positioned microphone on the steering column. This system is easy to use and boasts many features such as multiple phone pairing for up to seven phones, phone book storage, choice of language (English, French and Spanish) and advanced voice-recognition technology.



LEGACY ACCESSORIES

The 2010 Subaru Legacy comes extremely well-equipped right out of the gate. But there are many genuine Subaru accessories designed to give the Legacy added convenience, comfort, performance or style.

Fog lights, a remote engine starter, a rear spoiler and cargo area organizers – these are just some of the add-ons that are engineered to fit and function just like Legacy original equipment. While after-market suppliers may claim to specialize in Subaru items, none have the design and engineering expertise to match – and none offer a factory warranty assuring these accessories are built to the same standards as every Subaru vehicle.





GREAT CANADIAN MOMENTS ON ICE AND SNOW

BRING ON THE WINTER GAMES!

On February 12, 2010, millions of Canadians will join billions of viewers worldwide as we revel in the official opening ceremonies of the 2010 Winter Games. We will swell with pride at the creativity of the performances. We will give our own commentary on the athletes' parade outfits. We will analyze Canada's choice of flag-bearer and wonder if the flag-bearer's curse will rear its ugly head. And then at the moment when the flame is successfully lit to officially drop the gauntlet for these Winter Games, perhaps our biggest challenge will begin.

Over these 17 days, we will find ourselves catching every moment of Olympic action as we can, and when we can't watch, we'll use our PVRs to the max. We will cheer on our athletes and cross our fingers that they succeed. After all, snow and ice is our winter way of life and in the world of home-ice advantage we cannot wait to watch our athletes shine.

Recently Keith Pelley, President of Canada's Olympic Broadcast Media Consortium said, "Canadian Olympians have built a legacy of which we can be very proud. They have instilled a tremendous amount of national pride and continue to act as positive role models for both young and old. Their stories are awe-inspiring and their accomplishments are exceptional." We could not agree more.

Subaru Canada and its dealers have long supported athletic excellence and the unwavering spirit of our Canadian athletes as they strive toward their goals. In a move directed to help athletes reach their dreams of competing in Vancouver in 2010 and to create awareness for Canadian athletes, Subaru Canada provided \$100,000 to the Canadian Athletes Now Fund. Many Subaru dealers over the years have also provided wonderful support to Canadian athletes. Recently, Downtown Subaru, a dealership in Toronto, provided a scholarship to Olympic hopeful figure skater Patrick Chan.

A GLOWING MOMENT

It was a moment of national pride when Vancouver was chosen to host the 2010 Games. As our Olympic history suggests, we really do like the white and slippery stuff. Speed skater Cindy Klassen is Canada's most decorated Olympian with six career medals. Short track speed skater Marc Gagnon shares second place with speed skater Clara Hughes and summer Olympian Phil Edwards, each with five career Olympic medals.

In 2010, when our athletes compete with the best in the world, they will be competing for beautiful and unique hardware. Every medal won at the Vancouver 2010 Olympic and Paralympic Winter Games will be a one-of-a-kind work of art. Each will feature a unique crop of contemporary Aboriginal artwork, and each is undulating rather than flat – both firsts in the history of the Games. The dramatic form of the medals is inspired by the ocean waves, drifting snow and mountainous landscape found in BC and throughout Canada.

CANADA'S FAVOURITE WINTER OLYMPIANS

Dreaming about the medals our Canadian athletes might bring home in February also brings back fond memories of past Olympians. Few people were not glued to their TV sets eight years ago as Canada's men's and women's hockey teams fought

for gold in the 2002 Salt Lake City Olympics. Those momentous victories so united us in pride and passion that they were voted numbers one and two on CTV's special broadcast, *Top 10 Canadian Olympic Winter Moments*. The program counted down the top moments, as voted on by fans across the country.

To gain that spot as the No. 1 moment of all time, with millions of fans on the edge of their seats, Team Canada defeated the United States 5-2 to capture Canada's first men's Olympic hockey gold medal since the Edmonton Mercurys were crowned Olympic champions 50 years earlier in 1952. When Canadian hockey stars live out their Olympic dream by stepping onto the ice on February 16, they will begin a quest to bring the men's hockey gold medal back to Canada.

At the same time, the Canadian women's hockey team will be fighting to keep it here. Women's hockey debuted at the Olympic Winter Games in 1998, when the Canadians took home the silver medal after falling to the Americans. Canada has not lost

an Olympic game since, claiming gold in 2002 and 2006. The women's hockey gold at the 2002 Winter Games, where they defeated the USA 3-2, was voted the No. 2 moment.

There are a number of *Top 10 Canadian Olympic Winter Moments* athletes who will compete once more in Vancouver. Cindy Klassen, with her five medals in speed skating at the 2006 Turin Olympics, has every intention of competing again in 2010.

At the 2006 Olympics, Klassen became the first Canadian to win five medals at a single Winter Olympics. Adding those to her Olympic bronze in 2002, Klassen became the most decorated

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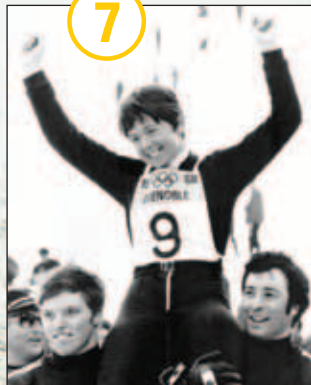


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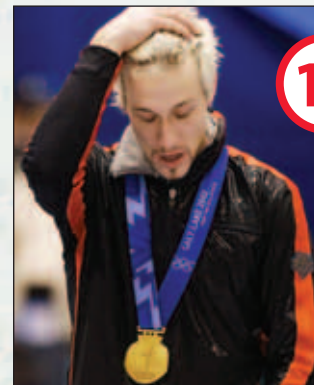
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Photos courtesy of Canada's Olympic Broadcast Media Consortium

CTV's Top 10 Canadian Olympic Winter Moments

as voted by Canadians and presented by the Royal Canadian Mint:

- | | |
|---|--|
| <p>1 Men's Hockey Team
<i>gold medal, Salt Lake City, 2002</i></p> <hr/> <p>2 Women's Hockey Team
<i>gold medal, Salt Lake City, 2002</i></p> <hr/> <p>3 Cindy Klassen
<i>one gold medal, two silver medals and two bronze medals, long track speed skating, Turin, 2006</i></p> <hr/> <p>4 Jamie Salé and David Pelletier
<i>gold medal, figure skating, Salt Lake City, 2002</i></p> <hr/> <p>5 Catriona Le May Doan
<i>gold medal, long track speed skating, Salt Lake City, 2002</i></p> | <p>6 Clara Hughes
<i>gold medal, long track speed skating, Turin, 2006</i></p> <hr/> <p>7 Nancy Greene
<i>gold medal and silver medal, alpine skiing, Grenoble, 1968</i></p> <hr/> <p>8 Gaétan Boucher
<i>two gold medals and one bronze medal, long track speed skating, Sarajevo, 1984</i></p> <hr/> <p>9 Beckie Scott
<i>gold medal, cross-country skiing, Salt Lake City, 2002</i></p> <hr/> <p>10 Marc Gagnon
<i>gold medal, short track speed skating, Salt Lake City, 2002</i></p> |
|---|--|

Canadian Olympic athlete in history with a total of six Olympic medals. She was also named "Woman of the Games" in 2006 by IOC President Jacques Rogge.

Clara Hughes' Olympic dream began in 1988 as she watched the Calgary Winter Games on TV. Watching those speed skaters she wondered if one day she could represent Canada in that same sport. Little did she know that in pursuing that dream, she would first compete and win cycling medals in two Summer Olympic Games before she would actually strike gold at the Winter Olympics.

After winning a bronze medal in 2002, Hughes took the gold in the 5000 m race in Torino in 2006, becoming the only athlete in history to win multiple medals in the Winter and Summer Olympics. Now, after a near-death slip high atop a mountain and a car accident that left her fortunate to walk away, Hughes is more determined than ever to compete in Vancouver.

WHERE ARE THEY NOW...

Not surprisingly, many of the athletes on the *Top 10 Canadian Olympic Winter Moments* are now retired from Olympic competition.

The man Clara Hughes credits for sparking her interest in speed skating is Gaétan Boucher, a four-time Olympic speed skating medalist. Boucher had already won a speed skating silver in the 1000 m event in Lake Placid in 1980 when he arrived at the 1984 Sarajevo Winter Games. He earned a bronze in the 500 m and then this first gold medal in the 1000 m. Two days later, Boucher

won a second gold medal in the 1500 m.

At the 2010 Winter Olympics in Vancouver, Boucher will likely be present as a speed skating commentator. More unexpectedly, though, his handiwork may also be present on a different ice surface. The former Olympian now designs skates for Bauer and has been hard at work putting the final touches on goalie skates he is hoping to see hit the ice in Vancouver.

No athletes have had as much impact on the way subjective scoring is viewed as Jamie Salé and David Pelletier. This pair, now pro skaters, won gold at the 2002 Salt Lake City Olympics but it may have been the hardest-fought medal ever in figure skating.

Canada had only ever won two golds in figure skating, in 1948 and 1960, so there was a lot of pressure on Salé and Pelletier to bring home the top prize. A beautiful, error-free long program by the Canadians and a slip by the Russians had everyone believing Canada was dipped in gold. Unfortunately the scoring did not reflect this expectation and the couple was awarded the silver. An outcry ensued and the next day the judge from France admitted she had been pressured into awarding the long program to the Russians in exchange for a first-place vote for France's ice dancing team. In the end this vote was discarded, leaving the long program a tie. Salé and Pelletier, who are now married and have a son, were finally awarded gold.

Catriona Le May Doan won the Olympic speed skating 500 m title at the 1998 Olympics in Nagano and again at the 2002 Winter Olympics in Salt Lake City. Add to that the bronze she also won in

Nagano and the fact that she is the only woman to have set eight consecutive world records in one distance, and it is not surprising that Le May Doan is referred to as "the fastest woman on ice."

After four Olympics, Le May Doan retired from competitive skating in 2003 and became a member of the official Canadian contingent for the Vancouver Olympics. She still holds the Olympic record in the 500 m.

Short track speed skater Marc Gagnon has won every major title in his sport. When he stepped onto the ice in Salt Lake City in 2002, although he already held the gold medal for a 5000 m relay in Nagano, he was looking for an individual win. In the 500 m sprint, after just 41.802 seconds, Gagnon crossed the finish line taking gold and setting a new Olympic record, one that still stands today. Less than an hour later, he stepped back onto the ice with three teammates and skated to gold in the 5000 m relay.

With five medals, Gagnon is one of Canada's most decorated Winter Olympics athletes.

Not all of the *Top 10 Canadian Olympic Winter Moments* took place on ice. One of Canada's favourites, Beckie Scott, is an athlete we remember as much for her reputation for clean play as for her accomplishments. At the 2002 Salt Lake City Olympics, Scott made a dramatic lunge at the finish line of the ladies' 5 km combined pursuit to win bronze and become the first North American to win an Olympic medal in cross-country skiing. Scott would have loved gold but was unable to beat out two members of the Russian team. Days later, though, after having passed their

initial tests, both Russian skiers were found to be using a banned substance. Scott was eventually awarded the gold medal.

Retired as an athlete since 2006, Scott continues her battle to make the sport a better place as an athlete member of the International Olympic Committee; the Olympic organizing committee for the Vancouver 2010 Games; and the foundation board of the World Anti-Doping Agency.

Depending on your age, Nancy Greene may still be your most remembered Canadian Olympian. In 1968 in Grenoble, at her third Winter Olympics, after winning silver in the slalom, the giant slalom was Greene's ninth Olympic race and her last chance for a gold medal. After a near perfect race, Greene turned to look at the clock and the numbers were still moving. She thought, "I've just skied the race of my life and they missed my time." The clock malfunction was corrected and Greene had won the race by 2.64 seconds, the largest margin in the event's history.

Greene retired from competition, but skiing has never left her sights. She was instrumental in the development and promotion of ski tourism in British Columbia and, in 1999, was named Canada's female athlete of the century by The Canadian Press and Broadcast News.

Most of us can hardly wait to see how our Canadian athletes fare at our very own Winter Games. What records will fall? Which athletes will shine? Will our bosses realize our out-of-office meetings correspond with key sporting events? We will have to wait for February to see how it all unfolds. ✦

GO HANDS-FREE FOR CAREFREE CONNECTIVITY

New legislation makes hands-free connectivity a must – luckily, Subaru has the optimal solution.

New driver distraction and cellphone usage laws are slowly spreading across Canada, prohibiting hand-held cellphone use while driving. As recently as October 26, 2009, Ontario was Canada's fourth province to pass a ban, joining Newfoundland, Nova Scotia and Quebec. Alberta, Manitoba and Prince Edward Island are considering similar bans while BC's government just announced plans to ban texting while driving. BC's new law will also limit new drivers from talking on their cellphones entirely while experienced drivers would only be prohibited from using hand-held cellphone devices.

The new legislation arrives on the heels of damaging recent studies. According to Transport Canada, driver distraction is a contributing factor in almost 20% of all collisions. More than that, the study also found that drivers who use cellphones are four times more likely to be in a crash.

So what can you do to stay safe and stay in touch? Luckily, there are some acceptable methods to stay connected while driving. Hands-free technology is the answer for the multi-tasking driver. While behind the wheel, drivers can use a cellphone with a headset or earpiece, or a permanent microphone feature that connects to the vehicle's audio system or to a dedicated speaker. Unfortunately, headsets and earpieces can feel uncomfortable and make hands-free connectivity more difficult than it has to be. Any system that is fully integrated with your vehicle should be easier to use and provide clear voice dialing features for safer and more convenient communication.

Since the new legislation makes hands-free technology a must-have feature for many car buyers, Subaru has responded by offering voice-activated blueconnect® hands-free systems and Bluetooth® connectivity systems on many Subaru models (see sidebars). Subaru's Bluetooth® systems make the road a safer place by wirelessly routing calls through a permanently mounted microphone and the vehicle's audio system or through a dedicated speaker – so drivers can keep their eyes on the road (and hands on the wheel). Because Bluetooth® is a universal standard, most Bluetooth®-enabled cellphones will function with Subaru Bluetooth® systems. ✦



GETTING CONNECTED

BLUETOOTH® HANDS-FREE SYSTEM
Select 2010 Impreza WRX STI models and Forester models equipped with the Multimedia Option include a Bluetooth® hands-free calling system integrated with the navigation and audio system. After automatically connecting to your compatible mobile phone, a convenient one-touch call answer button lets you comfortably speak into the microphone without any unnecessary distractions.

VOICE-ACTIVATED BLUETOOTH® HANDS-FREE SYSTEM
All 2010 Legacy and Outback models equipped with the Multimedia Option feature a new voice-activated Bluetooth® hands-free calling system also integrated with the audio and navigation system. Calls coming through on your mobile phone can be accessed via the touchscreen or steering wheel controls.

BLUECONNECT®
The fully voice-activated blueconnect® Bluetooth® hands-free system – customized exclusively for Subaru – now comes standard on select models and is also available as an accessory on many others throughout the 2010 lineup. This self-contained system offers multiple phone pairing for up to seven phones, storage for up to 32 names, three different language options (English, French and Spanish) and voice-recognition technology.

AVAILABLE SUBARU SYSTEMS	2010 IMPREZA	2010 LEGACY	2010 FORESTER	2010 OUTBACK	2010 TRIBECA
Voice-activated navigation-integrated system	–	Limited Package with Multimedia Option, 2.5GT	–	Limited Package with Multimedia Option	–
Navigation-integrated system	WRX STI Sport-tech Package	–	2.5X Limited Package and 2.5XT Limited, both with Multimedia Option	–	–
Voice-activated blueconnect®	Accessory*	2.5i Sport Package, 2.5i Limited Package, 3.6R, also available as an accessory	Accessory*	2.5i Sport, 3.6R, also available as an accessory	Limited Package, Premier Package, also available as an accessory

*Available early 2010 on select models.

STOP

If you're considering new parts for your vehicle, you'll want to put the brakes on your purchase until you read this.

When you think of your vehicle's brakes, you may assume that servicing and replacing them is just another item of regular vehicle maintenance. Yet, in reality, they may be one of the most important active safety features of your vehicle. After all, often one of the first measures taken to avoid an accident is applying the brakes to slow down and stop your vehicle safely.

That's why it's so important to make sure that you choose brake parts with a reputation and history of safety, excellent workmanship and the highest calibre of quality.

Let's consider Genuine Subaru parts for example. All Subaru replacement brake pads, shims and rotors are designed by the same Subaru engineers that painstakingly perfected the design of your vehicle, ensuring a perfect fit every time. Along with a custom brake pad fit come far fewer annoying squeaks. And just as Subaru engineers selected only quality materials for your Subaru, we also made sure that replacement brake materials are of superior quality to reduce the risk of overheating and failure.

While it may be tempting to choose the brake pad kit attached to the lowest price tag, it's more important to consider where your vehicle's parts are manufactured. Subaru carefully screens each parts supplier to ensure that the level of craftsmanship is up to Subaru's high standards. Across our entire lineup, Subaru's brake pads and rotors are produced by Japanese suppliers that ensure good working environments and fair wages for their employees. Similarly, the Subaru Impreza WRX STI's brake pads and rotors come from an Italian supplier with reputable labour practices.

Genuine Subaru replacement brakes and rotors are also produced by suppliers that adhere to ISO 9001 and ISO 14001 quality and environmental management system standards. Subaru chooses suppliers that adhere to these measured business practices because our own manufacturing facilities – both in Japan and North America – are also ISO 9001 and ISO 14001 certified. We believe it's important that our parts suppliers are as committed to the same strict standards of quality and environmental responsibility as we are.

We also believe that adhering to such strict worldwide standards – and choosing suppliers that do the same – translates into peace of mind for you, knowing that your vehicle's parts are built to the same exacting standards time and time again. ✦

WORRY-FREE BRAKES & SERVICE

Don't let poor quality brake parts ever break your driving confidence. Experience the difference with Genuine Subaru parts.

- Designed with safety and performance in mind
- Customized to fit your vehicle for less noise
- Manufactured to meet strict worldwide standards
- Installed by factory-trained technicians

BRAKE PAD KIT



(4 pads, backing plates and clips)

Starting from
\$85.75

SUBARU ROTOR



Starting from
\$76.30

(10 7/8" ventilated front disc)

SUBARU WINS CANADIAN RALLY CHAMPIONSHIP

Subaru Canada closed out the 2009 season as Canadian rally champions after taking the Manufacturer's Plate in the Canadian Rally Championship for the second year in a row. This was Subaru's eighth championship since 2000 and ninth overall.

Subaru Rally Team Canada driver Pat Richard and co-driver Alan Ockwell drove their 2008 Impreza WRX STI into first place during the Rally of the Tall Pines, securing the Canadian Rally Driver's and Co-driver's Championship for the second consecutive year. It was Pat Richard's tenth year of rallying and his fourth national championship during that time.

Hardy Schmidtke and Adam Vokes from Alberta won the Production GT Driver's and Co-driver's Championship and earned Subaru the Manufacturer's trophy in the Production GT class. They had three class wins and placed second in two others over the course of the season to claim the championship.

Craig Henderson and Lyne Murphy of St-Constant, Quebec, won the Subaru President's Trophy in their Subaru Impreza WRX STI for a second year. The President's Trophy is awarded to the top-placing non-manufacturer-sponsored Subaru of the season.

Comprised of six events held nationwide, the Canadian Rally Championship season finished off in Bancroft, Ontario, with the Rally of the Tall Pines this past November. Fans can catch up on all of the action from the comfort of home by visiting www.carsrally.ca for full CRC season details. The new season gets underway in February 2010. ✦



RALLY ON THE ROCK



Targa Newfoundland is a 2,200-km tarmac rally that covers much of the central and eastern portion of Newfoundland. From September 12 to 19, enthusiastic entrants raced against the clock and wound their way through many of the small communities that dot the glorious coastline.

Subaru Rally Team Canada (SRTC) experienced quite an unexpected start to this year's event, yet came away with successful results. Although Subaru's race-prepared Impreza WRX STI was involved in a minor mishap prior to the race, the team came together and worked around the clock to get it back on the road in time for the race.

Automotive journalist Marc Lachapelle was in the driver's seat and SRTC head mechanic Stewart Hoo was in the co-driver's seat for the first time ever (a last-minute replacement for original co-driver Keith Townsend). With a little coaching from Townsend, Lachapelle and Hoo managed to cross the finish line second in their class in the Modern division. They also claimed the 2009 Churchill Motorsports International Team Trophy, alongside the teams of Sprongl/Hendrickson and Buchanan/Adams.

In addition, SRTC received the Rick Stryjski Outstanding Service Crew Award, given to the service crew that's done the most to help fellow competitors stay in the rally.

Not only did spectators and competitors witness serious SRTC action on the tarmac this year, they witnessed real team spirit!

Targa Newfoundland is the only event of its kind to be held in North America and one of only three internationally recognized Targa motorsport events in the world. Visit www.targanewfoundland.com to learn more.



THE STAR PERFORMER

With its rally-bred heritage and compact car dimensions, the 2010 Subaru Impreza lineup offers the perfect balance of fun and function in either a stylish 4-door or fierce 5-door version*. From the versatile Impreza 2.5i to the sporty WRX and the outrageous WRX STI, this Subaru offers something for every driver.

Impreza 2.5i models are equipped with an efficient, 170-hp SUBARU BOXER engine tuned for equal measures of performance and fuel efficiency. Next up in the batting order is the Subaru Impreza WRX. This potent car is powered by a turbocharged and intercooled 2.5-litre 4-cylinder SUBARU BOXER that produces 265 hp and 244 lb-ft of torque.

All 2010 models are loaded with desirable standard equipment, while a variety of upgrade packages are also available to suit various tastes. The new Limited Package (available on both the Impreza 2.5i and the WRX) takes it up a notch with features like premium leather seating surfaces, a power moonroof, a free 3-month subscription to SIRIUS® Satellite Radio and an all-new MediaHub that integrates your iPod® or USB stick with the premium audio system.

*2010 WRX STI only available in 5-door body style.

The 2010 WRX STI takes performance to the next level courtesy of a high-pressure turbocharged and intercooled SUBARU BOXER engine that generates 305 hp and 290 lb-ft of torque. The STI also boasts the latest in engineering technology such as the multi-mode Driver Controlled Centre Differential, multi-mode Vehicle Dynamics Control and SI-DRIVE advanced engine management system. A more complete driver's car is impossible to find.

To sum up, the Subaru Impreza line for 2010 is as desirable as ever – and the perfect choice for those who truly value their time behind the wheel. ✦



SUBARU'S NEW HYBRID CONCEPT



Recently, Subaru Canada's parent company, Fuji Heavy Industries (FHI), gave us a glimpse into their vision for the future: the SUBARU HYBRID TOURER CONCEPT. Officially unveiled at the 41st annual Tokyo Motor Show this past October, this innovative grand touring concept vehicle integrates high levels of environmental friendliness, driving performance and safety – all thanks to Subaru's unique hybrid system.

This breakthrough concept vehicle operates with a high-performance lithium battery linked to a unique two-motor hybrid system. Working in concert with a horizontally opposed turbo engine and Subaru's symmetrical full-time AWD, this system delivers the stable and agile driving performance you've come to expect from Subaru combined with even more eco-friendliness.

The two electric motors – one mounted in the front, the other in the back – provide the 2.0-litre direct fuel-injection gasoline turbo engine with an extra boost of power for sharper acceleration from a standing start. Meanwhile, at very low speeds, the rear-mounted motor operates by itself, reducing unnecessary fuel consumption. This "best-of-both-worlds" scenario is helped further by Subaru's Lineartronic™ CVT (Continuously Variable Transmission), currently available on the 2010 Subaru Legacy and Subaru Outback, an advanced transmission that enhances driving pleasure and environmental performance.

If the SUBARU HYBRID TOURER CONCEPT is any indication, Subaru's next-generation vehicles will be more inspiring than ever. ✦



SUBARU HELPS MAKE A HOUSE A HOME

Subaru Canada is proud to be actively involved with Ronald McDonald House Toronto. Since 1981, Ronald McDonald House has provided a “home away from home” to many out-of-town families whose children are receiving specialized medical care for serious illnesses in Toronto.

As many of the families staying at the House are without a vehicle for the duration of their stay, Subaru Canada is proud to provide another vehicle for resident use. This year, a brand new 2010 Forester was delivered to the House. Subaru is proud to lend a hand, especially knowing that the Forester will help families with important errands such as hospital visits and family outings.

Sometimes, lending a helping hand requires hands-on involvement as well and Subaru employees are willing to rise to the occasion. Our employees regularly participate in the *Home for Dinner* program which gives Subaru volunteers an opportunity to prepare a homemade meal for the families staying at the House.

To find out more about this great cause, go to www.rmhtoronto.org.

THERE'S NO PLACE LIKE HOME

At its current location, only 28 families are able to call Ronald McDonald House Toronto “a place to heal better.” But thanks to ongoing support, a remarkable new 96-bedroom House will be able to accommodate 80 families. The new House will serve almost three times the number of families than the current House is able to accommodate, making it the largest Ronald McDonald House in the world.

In order to make this new House a home – and a reality for numerous families in need – the House must raise \$30 million. To date, they’ve raised \$20 million with a little ways to go before the House can break ground. To help reach this goal, RMH Toronto launched a new campaign on September 29, 2009, at the future site of the new House. The campaign’s theme, *What does healing feel like?*, is a reflection of everything the House stands for: Offering a place for sleeping, schooling, working, cooking and playing in order to help families heal better.

To learn more about the new campaign and help the House reach its fundraising goal, visit www.whatthehealingfeelslike.com.



CLEANING UP THE NEIGHBOURHOOD

For the past three years, Subaru Canada has partnered with our local community by participating with the City of Mississauga’s LitterNot Program. The LitterNot campaign was established as a way for environmentally conscious citizens to make a personal contribution to a cleaner environment.

As part of this program, Subaru Canada has adopted a 2.5-km stretch of municipal road in our neighbourhood. At least three times per year, Subaru employees venture out and collect bags of discarded garbage within the designated area.

Programs such as the Mississauga LitterNot campaign allow Subaru Canada to show our dedication to creating a cleaner environment – both through our daily operations and through initiatives such as this one.

To learn more, please visit www.mississauga.ca/portal/residents/litternot.



SUBARU SPONSORS SHINSEDAI CINEMA FESTIVAL

For 2009, Subaru Canada was the presenting sponsor of the inaugural Shinsedai Cinema Festival, which took place from August 21-23 at the Japanese Cultural Centre in Toronto, Ontario.

As the presenting sponsor, Subaru Canada was extremely proud to recognize its Japanese heritage by supporting the wide range of young talent that’s part of this “new generation” Japanese film festival. The festival celebrated some of the best new feature and short films from young, independent Japanese filmmakers.

After three days, 12 screenings and 24 Japanese films, the first Shinsedai Cinema Festival was such a success that plans are already underway for 2010. The festival is set to take place from July 22-25, 2010, and promises to be bigger and bolder than before.

Go to www.shinsedai-fest.com to find out more.



CONGRATULATIONS!

Students don't feel left out.

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.

Visit subaru.ca > **buying a subaru** > **current promotions** > **national promotions** for full details and eligibility.



† 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. Graduate rebate is over and above most consumer retail offers available from Subaru Canada, Inc. but cannot be combined with any other rebate or employee discount. Offer is non-transferable.

FORESTER

CD/MP3/WMA capability, and a hands-free calling monitor, Bluetooth® colour touchscreen DVD-based navigation, Option that includes GPS now offer a Multimedia Package and 2.5XT Limited. Meanwhile, the 2.5X Limited seat and 16-inch alloy wheels moonroof, 10-way power driver's seat and add such features as a power well-equipped base model offering popular model – it builds on the already Forester 2.5X Touring Package is the most fuel efficiency and plenty of bang for your buck. The

motoring, all versions of this smart-sized SUV offer remarkable While the Forester PZEV is leading the charge in eco-conscious of torque) paired with the 4-speed SPORTSHIFT® automatic. The adrenaline-fueled Forester 2.5XT Limited is powered by a turbocharged 2.5-litre 4-cylinder SUBARU BOXER (224 hp; 226 lb-ft as a stand-alone option. The adrenaline-fueled Forester 2.5XT Limited is powered by a 5-speed manual as standard equipment with the automatic offers a 5-speed automatic transmission with SPORTSHIFT®, the 2.5X performance and maximum efficiency. The PZEV is available only SUBARU BOXER engine (170 hp; 170 lb-ft of torque) tuned for spirited Both the Forester 2.5X and PZEV employ a 2.5-litre 4-cylinder emissions standards.

achieving strict, predetermined levels for fuel efficiency and by the Environmental Protection Agency (EPA) in the U.S. for the least. The new Forester PZEV is also SmartWay® certified near zero without impacting engine power or performance in special PZEV equipment that cuts smog-forming emissions to Based on the Forester 2.5X, this model comes equipped with 2010 is the addition of the extra eco-friendly Forester PZEV. upgrade packages and options available. The biggest news for Forester line – there are now three different models and various For 2010, there's more choice than ever with the popular Subaru

TRUE SUV CAPABILITIES IN A STYLISH, SMART-SIZED PACKAGE.

SMALL SUV, BIG PERFORMER



SAFETY RECOGNITION

WE'RE ON A ROLL

FORESTER ACES NEW ROOF STRENGTH TESTS.



2010 TOP SAFETY PICK – INSURANCE INSTITUTE FOR HIGHWAY SAFETY (IIHS)
Forester also achieves top marks in IIHS's new roof strength rating system (rollover protection).

The Subaru Forester is one of just four small SUVs to earn top marks in the new roof strength rating system conducted by the Insurance Institute for Highway Safety (IIHS). Since vehicles designed with stronger roofs generally crush less, reducing the risk that people will be seriously injured by contact with the roof itself in a rollover collision, the IIHS is encouraging manufacturers to make improvements by introducing this new rating system. In order to achieve top marks in rollover protection, roofs must be more than twice as strong as those required by minimum U.S. federal safety standards. They must also be able to withstand a force of four times the weight of the vehicle before reaching five inches of crush. The Institute estimates that such roofs reduce the risk of serious and fatal injury in single-vehicle rollovers by approximately 50 percent.

These independent testing results are a reassuring confirmation of what Subaru engineers have known all along: Every Subaru is designed and built to the highest standards of active and passive safety.

To help you avoid an accident, the Forester is equipped with the Subaru symmetrical full-time All-Wheel Drive system. While this naturally balanced drivetrain offers superb handling, the standard Vehicle Dynamics Control system also helps to promote superior levels of stability as compared to other SUVs. Add in a low centre of gravity achieved by the horizontally opposed SUBARU BOXER engine, positioned low in the chassis, and you have an exceptionally well-engineered vehicle designed to avoid rollovers in the first place.

Even with so many active safety features working to keep you safe, sometimes an accident is unavoidable. In these rare occasions, class-leading passive safety systems are standing guard. First, front and rear crumple zones along with Subaru's ring-shaped reinforcement frame are designed to direct impact energy away from the cabin, providing protection against a variety of collision types, including rollovers. Side-impact door beams, impact-absorbing foam materials and a reinforced door sill and dash enhance side-impact safety performance. Next, active front-seat head

restraints provide better support and help to reduce whiplash in a rear-end collision. Finally, six airbags, including side curtains with rollover sensors, add another layer of protection.

Thanks to the addition of even stricter safety standards, the Subaru Forester breaks further away from the crowd and proves once again that its beauty runs far beyond the surface. ✦

IT RUNS IN THE FAMILY

2010 Outback, Legacy, Forester, Impreza and Tribeca models have just recently been named 2010 Top Safety Picks by the Insurance Institute for Highway Safety. This fantastic news makes Subaru the only manufacturer with a 2010 Top Safety Pick in every class in which it competes.

To qualify for a 2010 Top Safety Pick, a vehicle must earn the highest rating of "good" in the Institute's front-, side- and rear-impact crash tests, be equipped with electronic stability control and achieve a "good" rating in new roof strength tests, which measure rollover protection. The criteria is tough because it is intended to drive continued safety improvements such as the addition of electronic stability control (which is now standard on all Subaru vehicles) and new requirements for stronger roofs.

In fact, this latest requirement for stronger roofs reduces the list of TOP SAFETY PICK winners from a record of 94 vehicles in 2009 to only 27 vehicles in 2010. We are proud to say Subaru has made the cut and passed the new safety criteria with flying colours.



NEW FOR 2010

- Eco-friendly PZEV model (SmartWay® certified) fights smog-forming emissions
- Multimedia Option (Available on 2.5X Limited Package and 2.5XT Limited):
 - GPS DVD-based navigation
 - CD/MP3/WMA with Audyssey MultEQ™ audio enhancement
 - 120W subwoofer
 - DVD playback
 - Colour, touchscreen monitor system (clock, fuel economy, driving record data, maintenance schedule, calculator)
 - Bluetooth® hands-free system

US EPA Certified SmartWay

sound system with Audyssey MultEQ™ audio enhancement and 120W subwoofer. Over the years, the Subaru Forester has become legendary for offering true SUV capabilities in a smart-sized package. This generation has added great styling to the mix, making the 2010 Subaru Forester a better choice than ever before. ✦

