

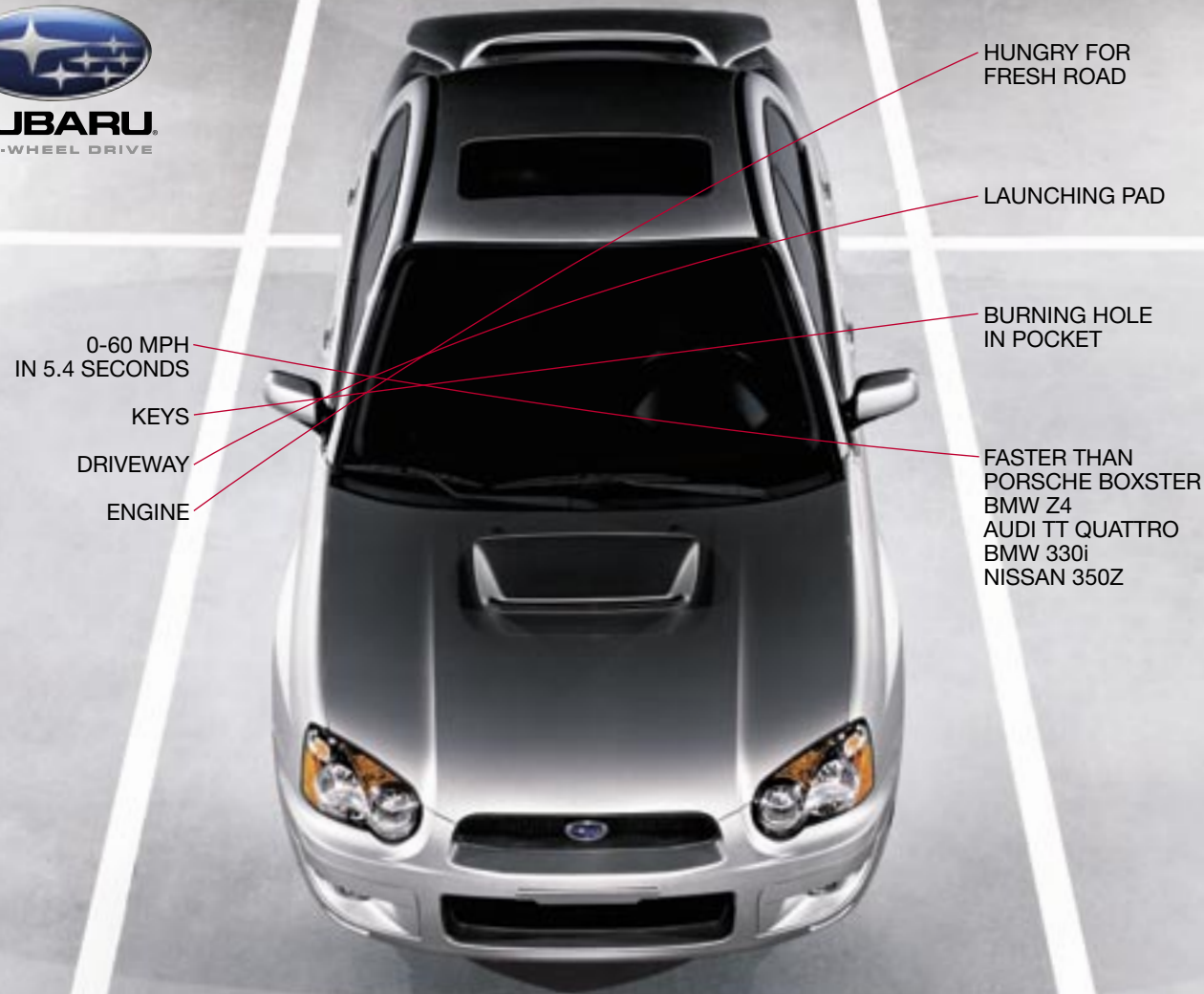
SIX★STAR

The Magazine for Canadian Subaru Owners



spring / summer 2005

★ 2006 product previews ★ tribeca - new york city ★ unique spas



HUNGRY FOR FRESH ROAD

LAUNCHING PAD

BURNING HOLE IN POCKET

FASTER THAN PORSCHE BOXSTER
BMW Z4
AUDI TT QUATTRO
BMW 330i
NISSAN 350Z

0-60 MPH
IN 5.4 SECONDS

KEYS

DRIVEWAY

ENGINE

The 2005 Subaru Impreza® WRX. The tight steering, balance and road-hugging handling and control of the Subaru symmetrical full-time All-Wheel Drive system, standard. The power of a 227-hp, turbocharged boxer engine. Momo®-designed leather-wrapped steering wheel. Recaro performance-designed front seats. The bloodline of a three-time World Rally champion. It's not a rocket. It's a guided missile. The Subaru Impreza WRX. See a dealer for a test-drive or visit subaru.ca for more information.

0-60 mph (96.6 km/h) comparisons based on testing by Car and Driver; Subaru WRX (10/01), Audi TT 1.8T Quattro (8/03), Nissan 350Z Touring (8/03), Porsche Boxster (8/03), BMW 330i with performance package (9/03) and manufacturer's specs for the BMW Z4 2.5i. The ABC's of Safety: Air bags. Buckle up. Children in backseat.



six star - spring / summer 2005



2006 subaru B9 tribeca

page 11 – The latest addition to the Subaru lineup – the 2006 Subaru B9 Tribeca – will be arriving at your local Subaru Dealer this summer. With its unsurpassed combination of agile performance, comfort, utility, safety and elegance, this bold new next-generation Crossover Utility Vehicle is sure to be a hit.



tribeca, new york city

page 16 – The lower Manhattan neighbourhood of Tribeca offers great restaurants, beautiful architecture and is hip, dynamic and comfortable – and also happens to be the inspiration for the name of our all-new 2006 Subaru B9 Tribeca. Check out this article for an in-depth look at the neighbourhood and see for yourself why it is one of New York City's best kept secrets!



2006 forester

page 14 – With more power, more style and more convenience, the 2006 Subaru Forester is the perfect balance between rugged and refined. For a sneak preview of what's in store for the 2006 model year, flip to page 14.



welcome

page 4 - A message from Don Durst, Senior Vice-President, Sales and Marketing.

life

page 22 - A look at two of Canada's unique spa experiences.

subaru news

page 5 - New buildings, triathlons, rallies and Subaru events... this is the place to find out what's happening at Subaru Canada, Inc.

tech tips

page 24 - Look inside Subaru's H6 SUBARU BOXER engine.

accessories

page 25 - Get ready for summer with Subaru accessories.

interview

page 10 - Chief Designer Andreas Zapatinas discusses the design of the 2006 Subaru B9 Tribeca.

subaru owners

page 26 - One was just not enough for Bill Kennedy. Neither was 20.



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behind the wheel



Don Durst
Senior Vice-President
Sales and Marketing
Subaru Canada, Inc.

In every issue of Subaru *Six Star* magazine, we take you behind the wheel and fill you in on all the news at Subaru Canada, Inc. This time around, instead of putting you behind the wheel, we'd like to take you behind the drafting table because this issue of *Six Star* is all about exciting design. From bold vehicles to newly designed facilities, this issue has all the style you could hope for. Even the design of the magazine itself is new!

At the centre of our news is, of course, the all-new 2006 Subaru B9 Tribeca. This next-generation Crossover Utility Vehicle is the pinnacle of forward-thinking Subaru ingenuity and design. Penned by former Fiat Auto Group and BMW designer Andreas Zapatinas and his Subaru Advanced Design team, the styling of the Subaru B9 Tribeca breaks new ground for Subaru both inside and out. Better yet, the performance of this exciting new addition to the Subaru family will set new standards in its class.

To learn more about the genesis of the Subaru B9 Tribeca name, read "Tribeca - Hip, Chic and Delicious" to get a peek inside this New York City neighbourhood that we thought was so intriguing, we named a vehicle after it!

Perhaps it is a case of sibling rivalry, but with a new addition – the Subaru B9 Tribeca – to the family, the Subaru Forester is ready to show off some significant refinements of its own. The new 2006 Subaru Forester boasts new styling, more power, increased fuel economy and best-in-class safety – and we are happy to tell you all about it in this issue.

Due to all the new models, refinements and exciting changes around here, Subaru Canada, Inc. has found the need to grow and spread its wings. Our Canadian corporate headquarters has recently moved into a brand new facility that is as beautiful as it is functional – a perfect fit for Subaru, wouldn't you say? Beyond our new building, we have also implemented a new Environmental Management System (EMS) that has achieved ISO 14001:1996 certification. We are extremely proud of this achievement and will continue to take our commitment to the environment very seriously.

Exciting developments are also being experienced at the dealer level. Right across the country, more and more Subaru dealerships are strengthening their commitment to an enhanced customer experience through upgraded dealer facilities and increased services. Make sure to drop by your local Subaru Dealer to find out for yourself!

We hope you'll enjoy reading about all the exciting initiatives Subaru is continuing to develop in an effort to ensure we remain on the cutting edge, both today and in the future.

new home for subaru

A new era is unfolding at Subaru Canada, Inc. We are launching stunning new product that will surely exceed all expectations. However, we did face one problem: a definite lack of space. To overcome this challenge, we prepared for the coming arrival of the brand new Subaru B9 Tribeca by breaking ground for our new Canadian corporate headquarters in Mississauga, Ontario, last year.

Over the next several months, occupants of more than 400,000 vehicles daily watched as the new Subaru head office grew steadily at its premium location along the south side of Highway 401. This past February, we moved in!

"Our new corporate home is a superb symbol of the future of Subaru," said Norio Osakabe, President, Chairman and CEO of Subaru Canada, Inc. "It is beautiful as well as functional, built to exacting standards of quality, and a safe and comfortable environment for every member of the Subaru family."

In designing the building, attention was paid to conservation and to "buying Canadian" wherever possible. Large windows and skylights not only provide an inviting work atmosphere, they also serve to reduce energy consumption as much as possible. Office furniture, workstations as well as building materials were sourced

from environmentally friendly suppliers who share our concern for the future of the environment. Improved technologies were also employed to move us closer to becoming a paperless environment.

Along with two floors of offices, the new headquarters includes a state-of-the-art warehouse that greatly improves our ability to deliver the goods – quickly! The technical training centre, with its testing and research facilities, is also greatly expanded, providing an even better opportunity to answer unique customer inquiries that can't be resolved at the dealership level.

This facility also allows us to climate-test the capability of parts and accessories before they are released in our unique Canadian market.

The Customer Service Call Centre centralized in our new head office has also expanded. Subaru employees who have first-hand knowledge of the product and our operations are now equipped to handle all customer inquiries.

Back to our original reason for moving: space! There is plenty of room for Subaru Canada, Inc. to grow long into the future as we continue to introduce exciting new product to the Canadian market and deliver improved levels of service to our customers. ✦



Subaru Canada, Inc.'s new home can be found at 560 Suffolk Court in Mississauga, Ontario. It includes a state-of-the-art warehouse facility featuring a massive parts distribution carousel that greatly improves Subaru Canada, Inc.'s ability to serve customers quickly.



markham subaru

Markham, Ontario, just north of Toronto, has long been considered the high-tech capital of Canada. "With its concentration of leading-edge computer companies, Markham is a place populated by bright, dynamic, forward thinkers," says Carmen Vigliatore, Dealer Principal, Markham Subaru. "What better place to market Subaru vehicles, which are, of course, technologically on the leading edge themselves!"

Markham Subaru is a Subaru "Signature Store." At 15,000 sq. ft. on 2.4 acres of land, it is a large stand-alone dealership with a beautiful nine-car showroom and an impressive 10-bay service area housing state-of-the-art equipment. Markham Subaru has become a fine example of dealerships projecting the new Subaru experience through upgraded facilities and services.

Special attention to customer care is delivered throughout the entire sales and service process by specially Subaru-trained sales personnel and automotive technicians. "Every single person at Markham Subaru believes strongly in the excellent quality of Subaru vehicles," says Vigliatore. "None of us would want to be anywhere else!"

It is Subaru Canada, Inc.'s goal that by the end of this year, almost half of our dealer network will be operating out of exclusive and/or Signature Stores and by 2007 that number will increase to seventy percent, delivering an enhanced customer experience. ✦



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taking the environment personally

We all know how important it is to protect the environment – in theory. However, consciously placing environmental protection first in our daily activities is the commitment it takes to actually make a difference and undo some of the negative environmental impact that has taken place over the last 100 years.

At Subaru Canada, Inc., we come by our ambitious environmental commitment honestly. Our parent company, Fuji Heavy Industries, Ltd. (FHI), is devoted to these same goals in Japan and throughout the world and this global environmental initiative is beginning to make an impact. For example, in the Nikkei Eco-Oriented Business Survey, which rates Japanese automotive manufacturers in regards to their overseas environmental activities, FHI leapt from 42nd place in 2003 to 7th place in 2004.

To help do our part, Subaru Canada, Inc. is proud to have achieved ISO 14001:1996 certification, an internationally recognized standard for Environmental Management Systems. ISO 14001 certification is awarded to corporations around the world that adhere to a strict environmental code of ethics.

Subaru Canada, Inc. obtained ISO 14001:1996 certification from SGS SSC Canada Inc., an ISO accredited registration body specializing in quality, environmental and social accountability management systems certification in 165 countries worldwide. This ISO 14001:1996 certification is the result of the implementation of an Environmental Management System (EMS) that covers

administration of Subaru Canada, Inc.'s sales process and warehousing, distribution of parts to dealerships and the sales and service of vehicles at the Subaru of Mississauga dealership. While Subaru of Mississauga was the first Subaru Dealer in North America to obtain ISO 14001:1996 certification, Subaru Dealers across the country are being encouraged to follow suit.

Our commitment to environmental responsibility was even evident in the building of our new corporate head office, as we made every effort to ensure our building materials, workstations and office furniture were sourced from environmentally responsible companies like Knoll, Inc. (ISO 14001 certified) and Krug Inc. By reducing our impact on the environment and continually looking for ways to help improve our environmental commitment, we hope to help preserve the environment for future generations to enjoy.

Overall, Subaru Canada, Inc. has implemented an environmental policy that will enable us to reduce pollution and waste as well as energy and water consumption. This environmental policy also fosters a culture of continual improvement, ensuring that we never stop striving to meet our environmental targets and goals on our way to becoming a world-class leader in environmental performance.

Subaru Canada, Inc. earned ISO 14001:1996 certification as a company. As a family, we will make sure we keep up the good work! ✦

12th annual toddle for tots

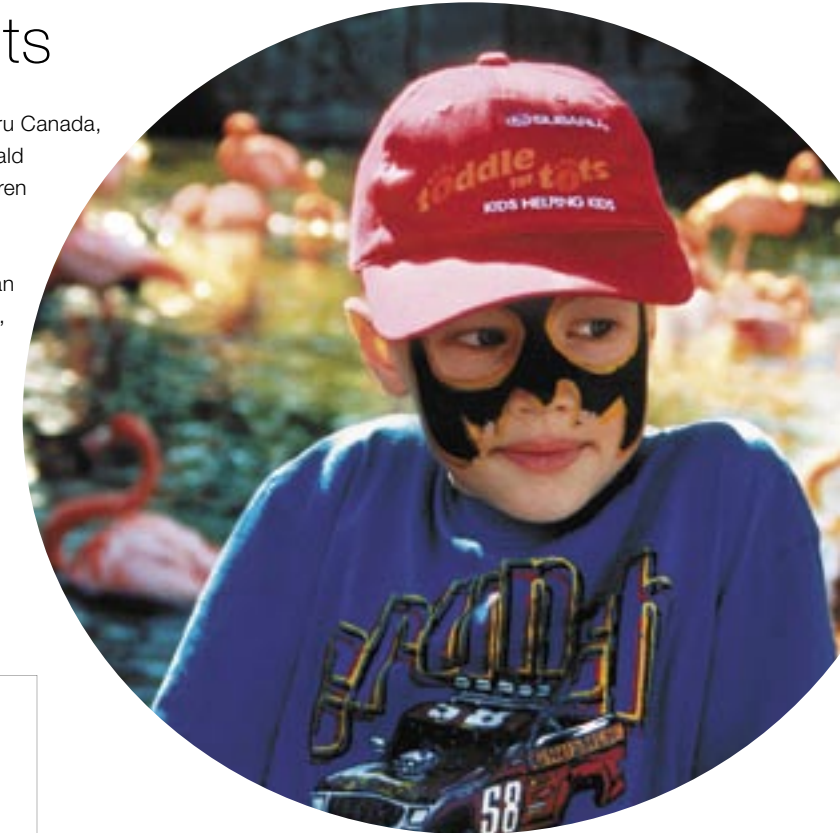
The 12th Annual Toddle for Tots will once again be sponsored by Subaru Canada, Inc. This is the signature fundraising event for Toronto's Ronald McDonald House, a "home away from home" for out-of-town families whose children are receiving specialized medical care for serious illness in Toronto.

Toddle for Tots is truly a story of kids helping kids. On Saturday, September 24, 2005, over 2,000 children and their families will spend an amazing, fun-filled day on a Fundraising Safari through the Toronto Zoo, tracking down animals and participating in games at every station. Children are asked to collect pledges for their efforts in completing the Toddle Safari Map.

After proving to be a tremendous hit with children and adults alike at last year's event, world renowned children's author and storyteller Robert Munsch will return as a special guest this year.

Subaru Canada, Inc. is pleased to be the presenting sponsor for their sixth Toddle for Tots. With the help of Subaru's generous support, over \$450,000 has been raised for Toronto's Ronald McDonald House.

Together, we are making a difference! ✦



Visit the Toronto Ronald McDonald House online at www.rmhtoronto.org for more information on the House and its services.

there's horsepower, then there's HORSEPOWER!



Last September, Subaru Canada, Inc. participated in the Tournament of Champions equestrian event to raise money for the Children's Wish Foundation of Canada. The Tournament of Champions plays host to Canada's top equestrian show jumping athletes as they compete towards the coveted title of "Canada Cup Champion."

During the event, many of the riders took a break to take part in The Subaru Celebrity Ride 'n' Drive, which pitted a turbocharged Subaru Legacy 2.5GT against four-footed athletes with a different kind of horsepower.

Celebrity drivers including Camilla Scott, David Perry, Art Hindle, Dale Hawerchuk and Mark Dailey were paired with Grand Prix show jumpers and their horses. In this team event, celebrity drivers first negotiated a course in the car, followed closely by their Grand Prix team member who jumped a course and then hopped in the car for a

turn behind the wheel.

In the end, the father-son team of Randy and Kean White scored the fastest time with the team of newscaster Mark Dailey and the "Flying Frenchman," Yann Candele, coming in a close second. Most importantly, the Subaru Celebrity Ride 'n' Drive raised over \$50,000 for the Children's Wish Foundation.

For information about the upcoming 2005 Tournament of Champions, visit www.tournamentofchampions.ca. The event will take place in Palgrave, Ontario, from September 21st – 26th. ✦



run with the best

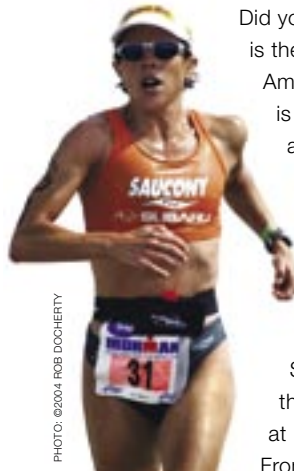


PHOTO: ©2004 ROB DOHERTY

Did you know that the Subaru Triathlon Series is the largest grassroots triathlon series in North America? With over 10,000 participants, it is not surprising that this series has been a training ground for some of Canada's world-class triathletes: Simon Whitfield, Lori Bowden and our favourite – Lisa Bentley. Lisa is sponsored by Subaru Canada, Inc. and we could not be more proud of her achievements in Ironman Triathlons around the world. Lisa is a two-time Subaru Ironman Canada champion and just this past April successfully defended her title at Ironman Australia for the fourth time.

From May through September, there are ten Subaru Triathlon Series events in Ontario and nine Serie-Subaru events in Quebec. These events include both triathlons (swim/bike/run) and duathlons (run/bike/run) for all levels of athlete. Check out the Kids' Fun Runs for the younger athletes or the Try-A-Tri events for beginners.

For the second year in a row, Subaru will sponsor "The Subaru Chase" in Muskoka, Ontario, on June 19th. In this exciting format, women elites are given a head start over the male elites based on careful time calculations. The first person to cross the finish line collects a healthy portion of the \$20,000 prize money.

Rogers Sportsnet will be broadcasting the Subaru Triathlon TV series again this fall. Stay tuned and check your local listings to find out when you can see the Subaru Chase and Subaru Ironman Canada along with other Ironman races from around the world!

It will be an exciting season, so slip into your swimsuit, oil up your bike and get your running shoes ready for a Subaru triathlon summer! ✦

For more details on events in Ontario visit www.trisportcanada.com and for events in Quebec visit www.sporttriple.com.



2005 Subaru Triathlon Series Race Schedule

Date	Race
May 15	Victoria's Duathlon
June 5	Milton Tri/Du ■
June 18/19	Muskoka Tri/Du ■
June 25/26	Guelph Lake Weekend ■ ■
July 10	Peterborough Tri/Du
July 24	Niagara Tri/Du ■ ■
Aug. 6/7	Belwood Tri/Du ■ ■
Aug. 21	Northern Tri/Du ■
Sept. 3/4	Guelph Lake II Tri/Du ■ ■
Sept. 24	Niagara-On-The-Lake Du

■ Try-A-Tri race venue ■ Kids' Event venue



2005 SporTriple Race Schedule

Date	Race
May 29	Duathlon Saint Jérôme PLACE de la GARE
June 12	Mont Habitant Off Road Tri/Du
June 19	Mont Habitant Tri/Du
June 25	Station Touristique Lac-Beauport Tri/Du
July 17	Valleyfield Tri/Du
Aug. 7	Ste-Agathe Tri/Du
Aug. 7	Traversée Lac des Sables Tri/Du
Aug. 21	Chambly Tri/Du
Sept. 10	Saint-Sauveur Duathlon



For more Ironman information visit www.ironman.ca.



PHOTO: NADINE FILION



targa newfoundland - a rally like no other

What do you get when you combine over 2,000 km of fantastic roads through Canada's easternmost province with talented drivers behind the wheel of well-engineered and finely-tuned vehicles? You get Targa Newfoundland – the only event of its kind in North America – and you're in for quite the experience!

Targa Newfoundland, now in its fourth year, is a unique five-day timed driving competition that begins in St. John's and covers 2,200 km of roads that wind their way through the seaports and towns of much of southeastern Newfoundland. Competitors from the U.S., Australia, New Zealand, Holland, the Bahamas and the U.K. come to Newfoundland to join Canadian drivers in this event.

Targa-style racing originated in Italy (targa is Italian for 'plate'), and in true Targa tradition, competitors race for honour and glory. There are no cash prizes. Instead, winners receive trophies and Targa Plates.

In the 2004 event, Subaru Canada, Inc. entered two cars.

A turbocharged 2005 Legacy 2.5GT Sedan, co-driven by well-known Québec journalists Philippe Crowe and Nadine Filion, came fourth in the Touring (time and distance) class. Coming in first in the Targa (speed) class was a WRX STi piloted by Canadian rally veteran John Paynter, with his brother Clarke navigating.

The Subaru team, with its long heritage in rally racing, came fully equipped with professionally prepared cars and an impressive service crew. That very crew could often be found on the roadside assisting drivers from other teams with mechanical difficulties.

The Subaru team also had a big impact on the fans. At the end of each day's competition, cars were placed on display so fans could check them out. With two beautifully prepared cars, friendly team members and all the stickers, posters and 'hero cards' the kids could collect, the Subaru squad was a huge hit.

Targa Newfoundland 2005 takes place from September 10th to 17th. To learn more, please visit www.targanewfoundland.com. ✦

subaru world rally team gets new wheels

The Subaru World Rally Team (SWRT) is on a mission to leave everyone else in the dust now that its hot new ride, the Impreza WRC2005, has made its competitive debut at Rally Mexico and helped SWRT win the rally by 34.5 seconds! Co-developed by the Subaru Advanced Design team headed by Andreas Zapatinas, and SWRT in England, this is the latest evolution of the Subaru Impreza FIA World Rally Championship car and it is obviously a winner.

SWRT has won six FIA World Rally Championship titles and has achieved 46 outright rally wins over the past 15 seasons. Now, its incredible rally car has been redesigned to take full advantage of the FIA's revised vehicle specifications. The Impreza WRC2005 body shell is wider than its predecessor by 30mm, which gives it a more aggressive look and provides improved handling,



especially on tarmac. The body also features more composite panels than any of its predecessors. These include new front and rear wheel arches as well as front and rear bumpers. To account for the new width, components in the car's suspension system have been improved and the geometry has been revised.

Because the term "no guts, no glory" surely describes rally racing, the engine has received some dynamic tweaks as well! The 1994cc horizontally-opposed SUBARU BOXER engine now boasts a new IHI turbo-charger, new water and fuel injection systems, a lighter flywheel and a host of other lightweight components. ✦

If you want to see the new Impreza WRC2005 in action, check out the Subaru World Rally Team's Web site at www.swrt.com for an event calendar and more!



hitting the links

The Subaru for Sick Kids Golf Event, which took place last October at the Glencairn Golf Club in Milton, Ontario, saw 53 sponsors and over 90 players raise money for the Hospital for Sick Children in Toronto, affectionately known as "Sick Kids."

Through both a silent and a live auction – and of course, golf – the generous participants and sponsors raised \$12,000 for Cardiology Care at Sick Kids. On hand to help raise funds were former Toronto Maple Leafs star Wendel Clark, former Montreal Canadiens and L.A. Kings player Glenn Goldup and City TV News host Mark Dailey. ✦

Jennifer Jerrett, Hospital for Sick Kids Foundation with Tod Sullivan, Subaru Canada, Inc., Director - Central Region



a new direction

Andreas Zapatinas, Chief Designer of the 2006 Subaru B9 Tribeca



PHOTO: NDBUYUKI KOBAYASHI

When talking about his team's latest and most important creation, Andreas Zapatinas, Subaru Advanced Design's Chief Designer, has a wish list. "I hope the 2006 Subaru B9 Tribeca speaks excitement," he says, gently running his hand along the vehicle's boldly shaped front fender. "I hope it speaks to originality and innovation," he adds. "I hope it also speaks to excellent quality, good taste and good engineering."

The Subaru B9 Tribeca takes Subaru in a new direction. It establishes a dynamic and immediately recognizable design that is "all Subaru." Performance, safety and driving pleasure are all here. They are the fundamentals of what makes a Subaru a Subaru. But this new Subaru design goes even further. The 2006 Subaru B9 Tribeca represents a new direction for Subaru.

In designing the Subaru B9 Tribeca, Zapatinas' challenge was to build a premium global brand based on the core strengths of Subaru technology, but led by new and innovative design. "Good design is all about proportions," Zapatinas says with a smile, "and about expressing the personality of a brand and the company heritage."

"The Subaru B9 Tribeca is the new flagship for the Subaru line-up," says Norio Osakabe, President, Chairman and CEO of Subaru Canada, Inc. "It combines a bold new design with the trademark Subaru symmetrical full-time All-Wheel Drive system. And it's our first vehicle to accommodate up to seven passengers."

"We are going in a whole new direction with this design," Zapatinas says. "The vehicle has a great personality of its own. We don't want to hide the vehicle's personality; we want to show it. At the same time, we want to combine our heritage and also go beyond the boundaries of our traditional frameworks. This is a great challenge."

A challenge made even more difficult now that consumers have become acutely aware of styling. Consumers, in seeking vehicles that express individuality and good, even bold taste, are reacting to a number of marketplace trends.

"Good design is all about proportions"

During the past three decades, the number of automotive nameplates in the market has exploded from less than 150 to more than 260. This fierce competition has put greater emphasis on the design studios of every automaker. After all, head-turning style is a sure way to get noticed. These and other marketplace developments, as well as Subaru's goal of being recognized as a premium global brand, have made style a much bigger issue at Subaru. "In the past," Zapatinas says, "greater priority was given to improving the function of Subaru vehicles, an approach consistent with Subaru's decades-long commitment to advanced automotive engineering."

Heading down a new road

"The new design direction at Subaru," Zapatinas says, "reaches deep

into Subaru's individuality to create 'drivers' cars'."

"Subaru has always pursued advanced technologies, the proactive features of a 'driver's car', as well as space-saving packaging and simple, lean forms," says Zapatinas, who also notes Subaru's heritage in aircraft manufacturing and its unique dedication to both AWD and horizontally-opposed SUBARU BOXER engines with their low centre of gravity and balanced performance attributes.

The design of the Subaru B9 Tribeca encapsulates these core attributes and communicates them through every purposeful curve. "We are drawing on our aircraft heritage," Zapatinas says. "In the Subaru B9 Tribeca, All-Wheel-Drive is, for example, expressed in the wheel arches. Look how tight they are to the body. The boxer engine is expressed in an SUV with a low stance. Our aircraft heritage is expressed in how very aerodynamic the vehicle is. We are trying for functional beauty."

Designing from the inside out

Equally important to Subaru's new design are the interiors. According to researchers at J.D. Power and Associates, interior quality ranks high with consumers and has become a new competitive battleground.

Zapatinas says the new Subaru design direction is placing tremendous emphasis on quality and functionality for all Subaru interiors. That means the designers are paying close attention to surface finishing, including the graining of interior pieces and the degree of gloss allowed. The designers are also developing top-grade materials, paying attention to minimizing the size of the gaps between panels as well as aligning surfaces properly and matching the colours of adjacent surfaces to create a consistent, high-quality look and feel.

"This is a very exciting time for us at Subaru," Zapatinas says. "We have a company with a strong identity and precise goals, so this is a great brand for a designer to work with." ✦

the all-new subaru B9 tribeca

Subaru reaches
a whole new
level for 2006.

Prepare to be immensely impressed by the all-new Subaru B9 Tribeca. This next-generation Crossover Utility Vehicle will become Subaru's flagship model this summer, offering an unsurpassed combination of agile performance, comfort, utility, safety and elegance. This innovative, finely-packaged addition to the Subaru lineup will surely excite drivers who have been waiting patiently for a class-leading alternative to the conventional SUV that promises tremendous value and an extraordinary overall experience. The bold new Subaru B9 Tribeca has arrived! >



The Subaru B9 Tribeca is a vehicle of firsts: It is the first Crossover Utility Vehicle to be powered by a six-cylinder, horizontally-opposed SUBARU BOXER engine. It is the first Subaru in North America with available seven-passenger seating. It is also the first Subaru to feature dynamic new styling inspired by Subaru's aerospace heritage. This brand-new, groundbreaking styling will definitely turn some heads this summer.

Bold and beautiful

Andreas Zapatinas and his Subaru Advanced Design team are behind the styling of the Subaru B9 Tribeca. Their mission: to break new ground, both inside and out. From the exquisitely designed, spacious interior to the beautifully crafted exterior, the entire vehicle radiates a harmonious design, creating a strong sense of aerodynamic motion, agility and driving performance. In other words, mission accomplished.

With a nod to Subaru's aerospace heritage, the central and flanking front grilles represent the fuselage and wings of an airplane. The distinctive front fascia's elegant, aerodynamic lines flow through the dynamic side profile to the sculpted rear, making it look as if the vehicle were carved from a single block of steel. Its low centre of gravity, powerful stance, prominent wheel arches and eye-catching 18" aluminum alloy wheels give the vehicle a complete sense of graceful athleticism.

Passion for power

To ensure dynamic performance, the Subaru B9 Tribeca has the engineering to back up its bold styling. At its heart is the Subaru symmetrical full-time All-Wheel Drive system providing unsurpassed balance and power distribution.

Delivering smooth, seamless power throughout the rev range is a 250-horsepower, six-cylinder SUBARU BOXER engine. Thanks to its compact design, the engine can be mounted closer to the road, giving the Subaru B9 Tribeca a lower centre of gravity for improved handling and stability. Despite its athletic stance, this vehicle still boasts an impressive 213 mm (8.4") of ground clearance, giving it the ability to handle more challenging conditions.

To take full advantage of its 250-horsepower SUBARU BOXER engine, the Subaru B9 Tribeca features a 5-speed automatic transmission with SPORTSHIFT™ for incredibly refined performance, impressive fuel efficiency and superb responsiveness. With Variable Torque Distribution (VTD), a yaw-rate and lateral g-sensor and an electronically controlled locking centre differential, this state-of-the-art 5-speed automatic transmission provides exceptional stability and traction in a variety of weather and road conditions.

To provide further stability and control, standard equipment includes a 4-wheel/4-channel/4-sensor Anti-Lock Braking System (ABS) and an advanced Vehicle Dynamics Control (VDC) system, which constantly monitors steering-wheel angle, engine speed, and gear and brake status to maintain optimum stability and traction at all times.



With bold new exterior styling, a spacious, exquisitely designed interior and exceptional cargo area versatility, the 2006 Subaru B9 Tribeca blends form and function to create a vehicle unlike anything else on the road.



The Subaru B9 Tribeca could not be a Subaru without truly exceptional occupant safety protection equipment, including front "smart" airbags and side-impact airbags for both driver and front-seat passenger and side curtain airbags for the first and second rows of seating. The body features front and rear crumple zones as well as a ring-shaped reinforcement frame that combine to provide 360 degrees of protection.

Ride with comfort

The Subaru B9 Tribeca is as versatile as it is bold. Both five- and seven-passenger models feature 40/20/40-split, flat-folding second-row seats that are capable of 200 mm (nearly 8") of travel, giving either limousine-style rear legroom or extra room in the back. Models featuring the optional 50/50-split, flat-folding third-row seats add even more versatility, as both second- and third- row seats can be used or folded flat to provide an expansive cargo area.

The Subaru B9 Tribeca also boasts all the highly sought-after features expected of a true luxury vehicle. Electroluminescent gauges, a HomeLink® universal wireless control system, heated front seats, dual-zone automatic climate control and luxurious accent lighting are just a few of the perks. You can also upgrade with great options such as a touch-screen navigation system, a DVD entertainment system, leather upholstery and a 160-watt, MP3-compatible, six-CD audio system.

With beautiful, expressive styling inside and out, a level of agile performance unlike anything else in its class, the exceptional active and passive safety only Subaru can provide and all the features and versatility you want, the Subaru B9 Tribeca next-generation Crossover Utility Vehicle is truly what the SUV aspires to be. ✦

QUICK FACTS:

- Seven-passenger Subaru B9 Tribeca models feature 64 different seating and cargo carrying configurations.
- All Subaru B9 Tribeca models feature Subaru's sophisticated Vehicle Dynamics Control (VDC) system.
- The Subaru B9 Tribeca is the first Subaru in North America to be designed by Andreas Zapatinas, new head of the Subaru Advanced Design team.
- The Subaru B9 Tribeca is built at the Subaru of Indiana Automotive, Inc. plant in Lafayette, Indiana, alongside the Legacy, Outback and Baja.
- The Subaru B9 Tribeca made its world debut at the 2005 North American International Auto Show in Detroit (January 2005).



uplifting forester

Forester gets new styling and more power for 2006

The Subaru Forester is well-appreciated by Canadian drivers. Whether it is its excellent reputation for safety, reliability or performance, everyone has their own reason for driving one. Now, for 2006, the next-generation model will give drivers even more reason to love their Forester!

The 2006 Subaru Forester is a perfect balance between rugged and refined. Up front, there is a more aggressive yet sophisticated front fascia, including a new grille, four-lamp headlight clusters, bumper, hood and fenders. Around the back, a new gate and tail lamps help complete the Forester's stylish, contemporary look. Inside, look for new fabrics on cloth seat models and a fantastic new multi-function centre console.

More power across the board for 2006

For 2006, the 2.5X and 2.5XS models gain new technology that helps to boost horsepower to 173 – up from 165 in 2005 models. Called i-Active Valve Lift System, this technology also increases engine responsiveness and improves real-world drivability and performance.

The already powerful turbocharged 2.5-litre engine in the 2.5XT gets a 20-horsepower boost for 2006, bringing it up to 230 hp. At the same time, it boasts improved fuel efficiency and reduced emissions over its 2005 predecessor. Now that's impressive!

Speedy, but safe!

Even though it is the starting point of the Forester lineup, the 2006 Forester 2.5X is one of the safest and best-equipped small SUVs on the road. It features standard "smart" airbags that detect driver and front passenger seat position and seatbelt use and offer dual-stage deployment for optimal protection.

Since your safety is always our foremost concern, the 2006 Forester also features a fine-tuned suspension, a new rear crossmember and an enhanced braking system.

Subaru has also modified the symmetrical full-time All-Wheel Drive on all automatic and manual transmissions to provide even better handling and traction performance on slippery road surfaces.

Added touches

Performance and safety are the reasons most people choose a vehicle. However, we all know the "added touches" are also important. The well-equipped 2.5X features a wide range of amenities, including heated mirrors, remote keyless entry, cruise control and an AM/FM/Weather band/CD audio system. For 2006, a multi-function centre console has been added to the already long list of standard equipment. 2.5XS models include stylish LED turn-signal side mirrors and an all-weather package including cozy heated front seats. The 2.5XS Premium with leather adds an extra large moonroof, roof rack crossbar system and a premium AM/FM/Weather band/6CD audio system. If you really want it ALL, the turbocharged Forester 2.5XT delivers incredible power and a long list of standard features as well as exclusive added touches such as Xenon High Intensity Discharge (HID) headlights, sport design instrumentation and optional leather upholstery.

You can't help but love the 2006 Forester! ✦

QUICK FACTS:

- The Forester was the first compact SUV to earn the Insurance Institute for Highway Safety's (IIHS) highest possible rating† in three different crash tests.
- The Forester 2.5XT has been named *Car and Driver* magazine's Best Small Sport-Utility Vehicle†† for two years in a row!
- The Automobile Journalists Association of Canada (AJAC) named the Forester 2.5XT the Best New Sport-Utility Vehicle for 2004.

† 2003 Forester rating of "Good" based on (6/03) 30 mph side-impact, (7/02) 40 mph frontal offset and (7/02) 5 mph bumper crash tests conducted by the Insurance Institute for Highway Safety (IIHS).

†† 2004 and 2005 (www.caranddriver.com)



tribeca – hip, chic and delicious



PHOTO: WESLEY TREAT

Above: Who ya gonna call? The Hook and Ladder Company #8, of course. Located at 14 N. Moore St. in Tribeca, this fire hall was used to depict the Ghostbusters' headquarters.

Opposite: View of Greenwich St. looking south from the Tribeca Film Institute building during the Tribeca Film Festival Family Street Fair.

PHOTO: ALLAN TANNENBAUM

Do you have a favourite restaurant that you are reluctant to tell people about? On the one hand, you want the restaurant to be successful so it will stay in business. On the other hand, if it gets too popular, you're worried you'll never get a table!

This is much the way people who live in the lower Manhattan neighbourhood of Tribeca view their piece of the island. Those who live there (and can afford it) feel blessed. Tribeca is hip, comfortable and peaceful but it is relatively up-and-coming, so it doesn't get nearly the attention that its neighbour, Soho, gets. So, while it is a striking area with great restaurants and beautiful architecture, its streets are not crowded and that is why the locals are not sure how loud to sing its praises!

People will be singing about Tribeca very soon though. It's a name that will be on the lips of Subaru owners (and the car-loving community) in a big way as the 2006 Subaru B9 Tribeca becomes the hot new vehicle.

In honour of its namesake, we thought we'd take a look at this place called Tribeca to see just what it is that makes this area so unique that an automobile company would name a car after it! We asked Michael Albanese, concierge at the Tribeca Grand Hotel, to give us some tips along the way. After all, if you want to know about an area, who better to ask than the concierge at the neighbourhood's finest hotel! >

Looking Back

The name Tribeca was coined by city planners in the '60s to designate the "Triangle Below Canal Street." It is bordered on the north by Canal Street, on the east by Broadway, on the west by the Hudson River and on the south by Vesey Street.

The area is a testament to that fact that life comes full circle. The area's history dates back to the late 1700s when this region of farmland became a residential area for the northward-expanding city of Manhattan. (A cluster of meticulously preserved original homes remains on Harrison Street at Greenwich Street.)

In the mid 1800s, the growing city overtook the residential haven, driving residents out. Eventually, though, the now commercial area literally could not keep up with itself. It had become too busy and the newer, larger trucks had difficulty navigating the narrow, clogged streets. By the 1950s, the area's success had led to its demise (as an industrial area anyway). Soon, it was the businesses that were heading out in droves.

Tribeca became an area of abandoned and neglected industrial warehouses and low-rise buildings with cast-iron facades – the perfect haven for "starving artists" looking to escape the increasing prices in Soho. As more and more artisans moved in, they began to create a community.

Trendy development

In the last decade, upper-middle-class New Yorkers began discovering what the artists already knew – that these abandoned industrial spaces made for fantastic family-sized lofts. Now, the Tribeca area is one of the hippest areas of New York, from hippie

"hip" to "hip" with a big price tag. Those gritty old industrial spaces have now been converted into the most sought-after loft spaces that are both big in square footage and even bigger in price. Today, many famous people call Tribeca home but there are lots of regular folk, too. OK, regular folk with money! According to Albanese, for those looking to rent, a small one-bedroom apartment goes for \$2,500 to \$3,000 (U.S.) a month! A loft with the square-footage equivalent of a three-bedroom unit rents for more than \$6,000 a month according to the New York Post.

But the locals swear it's worth it. Tribeca is neither a tourist trap nor is it overcrowded. Instead, with its narrow, crooked streets (some of them cobblestone) and its great atmosphere, Tribeca is simply an honest-to-goodness New York neighbourhood. You will not find many chain restaurants or stores in Tribeca, which most would agree is a good thing.

Instead, Tribeca is worth exploring for its uniqueness. According to Albanese, one of the best things about the many years that Tribeca lay in neglect is that no one bothered to tear down the old manufacturing buildings to replace them with soaring highrises. So today, there are many character-rich, grand buildings to admire. Along with lofts, many of these original buildings also play home to some of the other great things about Tribeca - the boutiques, art galleries, high-end restaurants and bars.

"You looking at me?!"

Perhaps more than the blossoming real estate values, the beautiful buildings and the great food, the thing that really put Tribeca on the radar was the Tribeca Film Festival.

The festival was the brainchild of Robert De Niro and his business partner Jane Rosenthal and was a way to put the New York film industry on the map and to help the recovery of lower Manhattan after 9/11. This celebration of cinema and community features hundreds of films and special events, free screenings under the stars and an all-day street fair. Now, having just completed its fourth annual run, the springtime festival brings more than 300,000 people and over \$50 million in revenue to the local economy.

Even though the Tribeca Film Festival is over for this year, Tribeca is still a great spot for people-watching. Many film industry folk live and work in Tribeca, thanks in part to Robert De Niro's Tribeca Film Institute and also thanks to the fact that even though Canada has Hollywood North, New York City is still a major filmmaking centre. A stroll through Tribeca could easily drop you at a movie, TV or commercial shoot. The area near Duane and Hudson streets is a particularly popular location.

And no visit to Tribeca would be complete without a visit to the home of Ghostbusters! Dan Aykroyd and his fellow poltergeist eradicators used the exterior of Hook and Ladder Company #8 at 14 N. Moore St. to depict the famous Ghostbusters' headquarters. Today, the fire hall's walls still boast the Ghostbusters sign plus many photographs taken during filming.

Of course, "movie" is not the most famous type of theatre in New York and "film" is not the only type of festival in Tribeca! While Broadway may be the dream for actors and playwrights, many of the most innovative works for the stage start in and around Tribeca. Last year, the founders of the Tribeca Film Festival formed the Tribeca Theater Festival. This October event

celebrates the creativity and innovation that flourishes in the theatre community due south of Broadway.

Any visit to Tribeca, whether for a festival or simply to see the beautiful architecture, would not be complete without visiting some of the neighbourhood's most celebrated restaurants. Robert De Niro's world-class restaurants, Nobu and Tribeca Grill, both have great food as well as an excellent pedigree. Other favourite restaurants include the Harrison, Chanterelle and 66. For dessert, the TriBakery is known throughout the neighbourhood for its amazing cake decorations created by bakery artists.

To grab some sleep, there's no better place than our favourite concierge, Michael Albanese's, 203-room Tribeca Grand Hotel. This hotel opened in 2003 as the first major hotel launch in Tribeca and its lobby bar, Church Lounge, is a hangout for film and music industry "types." But that's not the only hot spot in the neighbourhood. To enjoy an evening of jazz in one of New York's hottest nightspots, venture over to the Knitting Factory for an evening of fun. If you are looking for somewhere more down-to-earth, head to the very popular, yet very unpretentious Liquor Store Bar.

Greenspace & Greens

One of the most amazing things about New York City is how huge the island of Manhattan is. We have nothing that compares in Canada. Sure, our major cities have clusters of high-rises in downtown cores, but nothing that comes remotely close to the enormity and sheer number of buildings that make up Manhattan. From the air, Manhattan looks like a sea of highrises with one >



Photos: Allan Tannenbaum

Left to right:

Artist Kenny Scharf painting a Jetsons version of Romulus and Remus in his Tribeca studio, 1983.

Opening ceremonies of the Tribeca Film Festival, 2003.

MTV-VH1 Tribeca Film Festival concert in Battery Park, 2003.

View of Duane Park from Hudson St. looking west, 2002.

View of new loft apartment building at Hudson St. and Ericsson Place looking southeast, 2004.

Web Sites of Interest

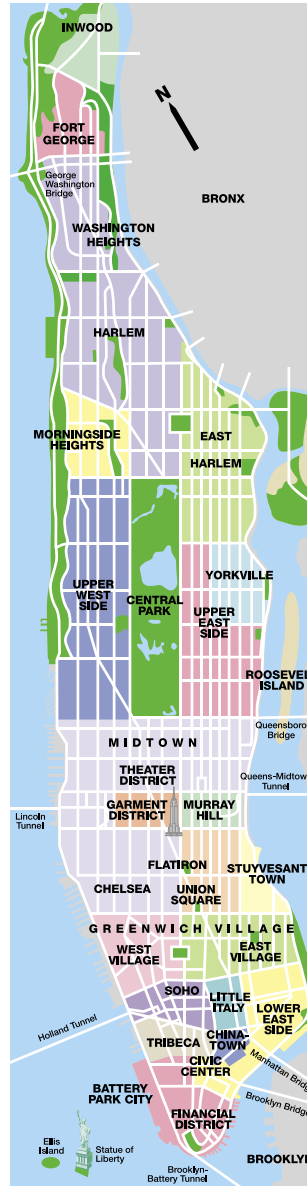
- www.tribecatrib.com - Online community newspaper
- www.tribeca.org - Great information
- www.nycvisit.com - Convention & Visitors Bureau
- www.tribecafilminstitute.org - Tribeca Film Institute
- www.tribecafilmfestival.org - Tribeca Film Festival
- www.tribecatheatrefestival.com - Tribeca Theater Festival

very large greenspace, Central Park, in the middle. Perhaps it's because they are surrounded by such a huge expanse of buildings that New Yorkers take their parks very seriously.

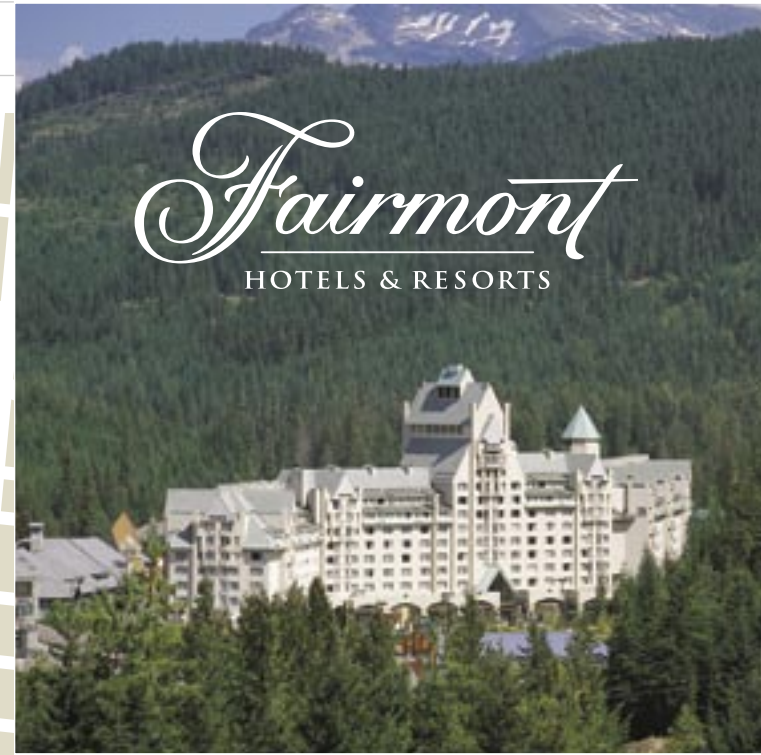
Tribeca's Duane Park, at the intersection of Duane and Hudson streets, is the second oldest public park in New York City. A group of citizens, The Friends of Duane Park, is committed to maintaining and restoring the park and holds an annual Loft Tour as a fundraiser. During last October's event, nearly 350 people paid \$45 each to tour eleven stunning lofts in the Tribeca neighbourhood. If you do the math, that's almost \$16,000 they raised! Some of those funds are used for an annual "planting day" in November where the "Friends" plant hundreds of bulbs in Duane Park. The fact that these citizens go to such lengths to preserve their piece of green may not seem out-of-the-ordinary, but consider this – Duane Park is only one-quarter of an acre large. Like we said, in New York City, people take their greenspace seriously. Perhaps that's a good lesson for us all!

Something else the Tribeca community takes seriously is their greens. Every Saturday, a section of Greenwich Street in Tribeca is closed to traffic for a "Greenmarket," which sells fresh and organic goods from local New York and New Jersey farms. Since 1976, Greenmarket has held farmers' markets all over New York City, allowing only local growers to sell fruit, vegetables, fish, meat, eggs, dairy, honey, maple syrup, plants and other foods directly to New Yorkers. Middlemen and brokers are not allowed – an arrangement that suits local farmers and local New Yorkers just fine.

Subaru chose the name Tribeca because, like the neighbourhood, the vehicle is beautiful, unique and has a trend-setting, artsy quality to it. What becomes very obvious about both is that there are some things you just can't keep quiet about. ✦



- | | | |
|--|--|--|
| 1 Tribeca Grand Hotel
2 Avenue of the Americas
(212) 519-6600 | 4 Nobu Restaurant
105 Hudson Street
(212) 219-0500 | 8 66
241 Church Street
(212) 925-0202 |
| 2 Hook & Ladder #8
14 North Moore Street | 5 TriBakery
186 Franklin Street
(212) 431-1114 | 9 Knitting Factory
74 Leonard Street
(212) 219-3132 |
| 3 Tribeca Film Institute
375 Greenwich Street
(212) 941-2400 | 6 Harrison Restaurant
355 Greenwich Street
(212) 274-9310 | 10 Duane Park
Intersection of Duane and Hudson Streets |
| Tribeca Grill
375 Greenwich Street
(212) 941-3900 | 7 Chanterelle
2 Harrison Street
(212) 966-6960 | 11 Tribeca Greenmarket
Greenwich Street between Chambers & Duane |



Subaru and Fairmont Hotels – a match made in driving heaven.

Subaru and Fairmont Hotels are joining forces to create an experience that you'll never forget.

The Fairmont/Subaru B9 Tribeca luxurious travel package provides you with accommodation at any Fairmont hotel in British Columbia – and helps you get there in our new 2006 Subaru B9 Tribeca.

Imagine taking a leisurely drive on the "Sea to Sky" highway on your way to the incredible, Chateau Whistler. You'll be driving through the mountains with ocean backdrops in the latest and greatest addition to our Subaru family. It's not just where you go, but how you get there.

Visit www.fairmont.com for more details on this excellent value package.



SUBARU B9 TRIBECA

relax

When it comes to managing stress, caring for your body or just enjoying life to its fullest, taking time out for yourself can make all the difference in the world. Whether you are simply looking for a unique, alternative experience or looking to completely rejuvenate your mind, body and spirit, there are countless retreats throughout Canada ready to fulfill your every need. Below, you'll find information about two retreats that offer a wide range of services originating from all corners of the world that are designed to relax, rejuvenate and inspire. Enjoy.

A healthy state of mind and body

Elemental Embrace - The Wellness Spa Retreat, in Brighton, Ontario, is renowned for its detoxification treatment, aimed to rid the body of toxins that have accumulated from chemicals in food, the air, occasional drinking and/or smoking, medications – or simply the daily stresses of our lives.

Spa owner Begum Teja refers to her beautiful 30-acre retreat as a "wellness destination in a spa atmosphere." Every day she sees first-hand the physical and mental impact that high levels of stress and toxins have on people. "When they visit our retreat, it is a joy to see how much better they look and feel within just a few hours of being here," she says.

The treatments at Elemental Embrace are grounded in Ayurveda, which was conceived in India and has been practiced for over 5,000 years. The Sanskrit word 'Ayurveda' literally translates to the "Science of Life." The treatment philosophy is intended to create a perfect balance within a person's natural state of being, so that a flow of creative and vital energy that unifies the body, mind and spirit is established.

Ayurvedic massages use a combination of precious oils and carefully prepared herbal extracts. Most are performed with four synchronized hands and are generally regarded as more luxurious and exotic than western massages. One of the most popular treatments, which is included in the detoxification regime, is the Shirodhara. In this treatment, a steady stream of warm medicated oil is poured onto the forehead and runs over the temples, scalp and down through the hair. The herbal oil is then gently massaged into the body and feet before the body is "steamed" to allow further absorption of the herbs. It is no wonder the treatment is so popular. While Shirodhara is deeply relaxing, it also is said to revitalize the central nervous system, activate and regulate the brain, relieve mental tension and induce a wonderful state of mind.

On the range and at a spa

Another unique experience can be found at the Echo Valley Ranch & Spa in British Columbia. This is a place where the sound of silence

has the power to soothe the soul. This spa offers the best of two unique worlds. The ranch itself is a working ranch that dates back to 1908. Guests are invited to help the ranch hand each morning by loading the hay, feeding the animals and collecting the eggs. Anyone comfortable with horseback riding can "be a cowboy" and help move the cattle on the open range.

But the Echo Valley Ranch & Spa also has a "gentler" side. Here, western adventure, outdoor recreational activities, first-class accommodations and healthy gourmet food combine with the unique Baan Thai Spa, which is housed in a traditional Thai building - an unusual sight "out on the range."

Dr. Pinyo Suwankiri, architect to the Thai royal family, designed the traditional Thai structure and it is the first of its kind in North America.

A combination of teak from Thailand for the interior and Canadian cedar for the exterior creates a welcoming building that is as beautiful as it is unusual.

How did the unlikely combo of ranch and spa come together? Nan Dove, who owns the resort along with husband Norm, is Thai. "The soft adventure offered at guest ranches is in perfect harmony with spa treatments. They are healthy and good for the mind, body and soul," says Nan.

"This is a place where there is no pollution - air, water or sound," adds Norm. "It is the perfect setting to enjoy hiking, horseback riding, white-water rafting and even panning for gold and combine these activities with the pure relaxation of wonderful spa treatments." The spa offers Thai and Western massage, facials, hydrotherapy, pedicure and manicure.

A real treat at the spa is the signature Thai massage performed by professionally trained Thai therapists. It takes more than 5,000 hours of training to become a Thai therapist and the high level of skill is evident to anyone lucky enough to experience this massage. The Thai massage is an invigorating combination of stretching and applied pressure to points along the body's ten major energy channels or "sen" lines and is designed to free up the flow of energy throughout the entire body.

Counter the tradition of a Thai massage with a traditional ranch cookout and this is an experience that is likely not duplicated anywhere in the world. What's stopping you?

The only tough thing about going to a spa is choosing which one to visit. In Canada, there are many, many great choices: yoga retreats, spas offering mineral hot springs, eco-friendly spas, day spas, resort spas and medical spas. But don't worry; even if it is stressful trying to make a choice, once you're there, the wonderful spa experience will make all tension slip away! ✦



PHOTOS: (INSIDE LEFT) COURTESY OF ECHO VALLEY RANCH; (OUTSIDE RIGHT) COURTESY OF ELEMENTAL EMBRACE

Described as a "wellness destination in a spa atmosphere," Elemental Embrace – The Wellness Spa Retreat, in Brighton, Ontario, is a 30-acre retreat offering treatments grounded in Ayurveda, which was conceived in India and has been practiced for over 5,000 years.

www.elementalembrace.com



The Echo Valley Ranch & Spa in British Columbia combines a working ranch and a Baan Thai Spa for a truly unique mix of western-style adventure and Thai spa treatments. www.evranch.com

To discover other spas in Canada visit www.leadingspasofcanada.com

For spas outside Canada, log on to www.spafinder.com, www.spaindex.com or www.experienceispa.com



power and grace

The new 6-cylinder horizontally-opposed SUBARU BOXER engine

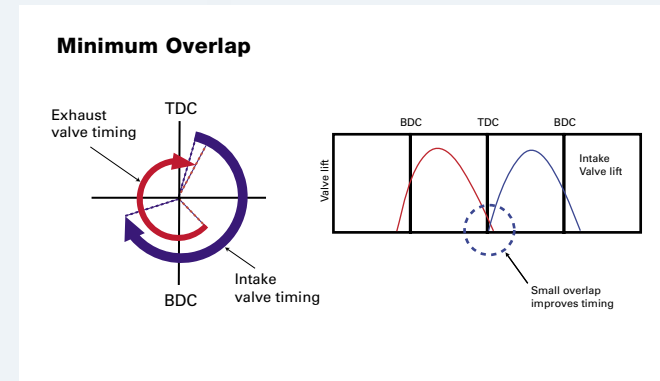
It used to be that you had to choose: either you had a smooth engine with perfect idle qualities and good fuel economy or you had a powerful engine that gave you quick response and enough power to pass with confidence. With the technology available today, you don't have to choose anymore. The proof is in the new H6 SUBARU BOXER engine found in the Outback 3.0R and 3.0R VDC and under the hood of our new flagship – the Subaru B9 Tribeca. It has been said that an engine is like an air pump; you need to get air into it, mix it with the proper amount of fuel and ignite the mixture at the right time to produce combustion and get things moving. This might sound simple, but things need to happen rather quickly. An engine at idle, say 700 revolutions per minute (RPM) or 11.7 revolutions per second, needs to get air in and out of the combustion chamber every 0.17th of a second (it takes two revolutions to complete the process).

At 6500 RPM, that's every 0.018th of a second. Much of the secret is in getting the right amount of air at all engine speeds.

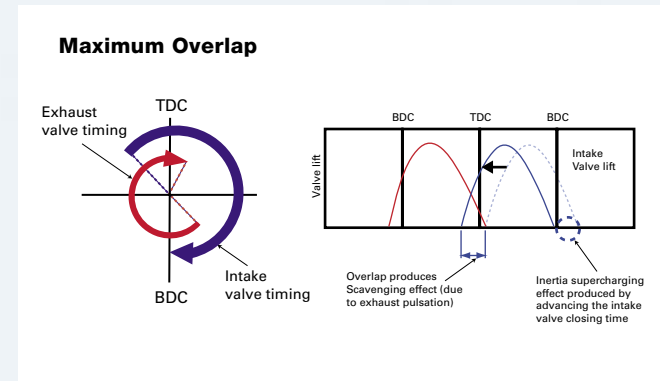
To get this done in the most efficient way, the new H6 uses two technologies: variable cam timing and variable cam lift.

One of the first things technicians learn to recite in school and the basis for how an engine works is "intake, power, compression and exhaust." As mentioned above, all this needs to happen at engine speeds ranging from idle to the red line.

Variable cam timing allows us to vary the overlap between intake and exhaust valves (varying the time they are both open at the same time). This needs to be very little at idle for smooth operation and good fuel economy but needs to be quite substantial at higher RPMs to allow burned gases to be evacuated from the combustion chamber and allow clean air and fuel to enter. The mechanism that allows this to happen is controlled by the engine computer.



This position offers excellent idle quality combined with improved fuel economy.



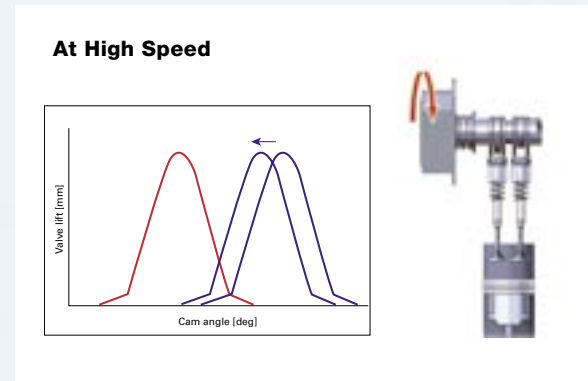
This position offers excellent combustion chamber scavenging to improve power output.

The computer controls hydraulic pressure entering a chamber at the front of the intake camshaft that retards intake timing as engine speed increases and creates more overlap (when intake and exhaust valves are opened at the same time). One of the advantages is that exhaust gases escaping into the exhaust manifold actually draw intake gases into the combustion chamber for the next combustion process.

The other part of the picture is valve lift (how far the valve opens, which is a bit like opening a water tap a little or a lot). At idle, the valves open less than at high speed, but it's a little more complicated than that. To achieve proper combustion, we need to accelerate the air at low RPMs. This is done by opening one of the two intake valves more than the other, which creates both an imbalance of air entering the combustion chamber and a swirl effect that properly maintains air and fuel mixture for improved combustion and fuel economy. At high RPMs, both valves open to the maximum amount to allow maximum air flow and power. ➔



The fact that each intake valve is opened a different amount creates a swirl effect to better mix fuel and air, thus improving combustion, power and fuel economy.



Opening both valves to their maximum allows a greater air mass to enter the combustion chamber, improving combustion efficiency and power.

get ready for fun

To help make the most of your spring and summer adventures, Subaru offers a wide range of accessories for our full lineup of vehicles. Whether you need a bike rack for your Outback, a roof cargo bin for your Forester or just a cargo net to keep things tidy in your Impreza, all it takes is a visit to your local Subaru Dealer.



- 1 Hitch mounted bike carrier
- 2 Roof cargo bin
- 3 Cargo area net
- 4 Dog guard
- 5 Wheel locks
- 6 Auto dimming rearview mirror

*Accessories may not be exactly as shown.

own one, own 'em all!

All in the Family

Toronto's Downtown Subaru considers Bill Kennedy to be one of its best customers. Heck, Bill would have to be one of the best Subaru customers anywhere! After all, over the years he has purchased more than 20 Subaru vehicles!

Back in the mid-seventies, Bill had an opportunity to experience a Subaru while he was in Vancouver. It turned out to be "love at first drive" as he marveled at the way the car handled thanks to its low centre of gravity. "Stick closer to the ground and you will be safer," Bill says to this day.

Back in Ontario, Bill tracked down a 1978 Subaru Leone in the Niagara area, purchased it and brought it to Downtown Subaru for service. From that point, a relationship was born. Since then, Bill has driven home somewhere around 24 Subaru vehicles (neither Bill nor Downtown Subaru Dealer Principal Tom Leung know the exact number), all from the same dealership.

Doing the math, you're probably wondering if he buys himself a new car every year or so. As it turns out, not every one of those cars has been for Bill exclusively. His wife Maggie and their three daughters have been the proud recipients of a number of them.

In fact, Maggie may just owe her life to her Subaru Outback H6-3.0. Last year, she had a particularly bad accident resulting in

a rollover. Maggie did incur injuries but she's already back swinging a club and happy the golf season is upon us. She is certainly thankful that her Subaru was designed to sustain the brunt of the injuries!

Even though Bill and Maggie are now retired and living some three-hour's drive from Toronto, they are still avid customers of Downtown Subaru. As Bill says, there are plenty of days during the winter when the plow has not yet gone by and he and Maggie say to each other, "It's nice to have a Subaru," as they head out the door.

When it comes to purchasing a new Subaru, they don't have to head outside at all. Bill and Tom know and trust each other so much that nowadays, Bill pretty much just shops by phone. "If he is in the market for a new car," says Tom, "he just calls in, finds out what is on the lot and we cut a deal." Bill's latest acquisition was a 2005 Outback 3.0R.

"We don't even try to negotiate the price any more," adds Bill. "My mantra is 'Trust, but verify!' Going in, I know exactly what I should pay for a vehicle and without a word spoken between us, Tom always comes in at the right price." It's a match made in heaven. ✦



Subaru's Graduate \$Reward\$ Program

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 or choose a Forester, Legacy, Outback, Baja, Subaru B9 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.

Eligible participants must be within four months of graduation, or have graduated in current year or prev. 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.



On March 30th, 2005, Bill Kennedy paid a surprise visit to Downtown Subaru to present Dealer Principal Tom Leung with a plaque featuring the first Subaru he ever purchased, a 1978 Leone.

SUMMER'S HERE

ENJOY SUMMER IN STYLE with Subaru Symmetry, a line of premium apparel and collectibles – including Subaru, Subaru World Rally Team (SWRT) and Subaru Tecnica International (STI) branded items – designed for the Subaru enthusiast. Drop by your local Subaru Dealer to get in gear with Subaru Symmetry today!



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**PUBLICATION AGREEMENT
40843047**

Think. Feel. Drive.

"Think. Feel. Drive." is our philosophy. It's not just a theme line, it's an automotive ideal. It's a belief system totally distinctive to Subaru.

THINK. It's all about how we think about drivers. What you want today and what you'll need tomorrow. That's the kind of thinking that goes into everything we do. *Your brain likes it.*

FEEL. It's an emotional connection that begins with engineers and designers and extends to our drivers. Turn on the ignition and you're in for a ride that makes you feel "wow". *Your heart knows it.*

DRIVE. It's about driving ourselves. To keep topping ourselves. To reach new frontiers. To go off the beaten path. And building a car that helps you get there. *Your soul thrives on it.*

SUBARU. It's a company with the same spirit and goals as its owners. Not all cars can be called Subaru. Not all car owners can be called Subaru owners. In the end, that makes all the difference in the world.



The Subaru Privacy Mission Statement

Subaru Canada, Inc. respects your right to privacy. Any information you supply to us is strictly guarded and will be used solely to help us serve you better. We do not sell our owner mailing lists. On occasion, however, we do partner with reputable companies that we feel are of interest to our owners in order to provide you with value-added products and services.

If you no longer wish to receive this publication, or have any questions about our Privacy Policy and practices, or would like to review and/or correct your personal information on record at Subaru Canada, Inc. please contact us in one of the following ways: by e-mail at: privacyofficer@mysubaru.ca; by Internet at: privacy.mysubaru.ca; by telephone Toll Free at: 1-800-894-4212. Our Privacy Policy is available upon request and can be found in its entirety on our Web site: www.subaru.ca.