

The Magazine for Canadian Subaru Owners

SIX STAR MAGAZINE

Winter 2009/2010

2010 OUTBACK

A new twist on the
unique SUV alternative

MAYBE YOU SHOULD GET OUT MORE

More reasons to feed
your sense of adventure

UNDERSTANDING LINEARTRONIC™ CVT

Subaru's all-new Continuously
Variable Transmission



Well equipped from \$28,995†



2010 Outback 3.6R model shown.††

Get out more with the all-new 2010 Subaru Outback.

Not only does it have the nimble ride and fuel economy of a car, it also features our legendary symmetrical full-time All-Wheel Drive, more cargo space and higher ground clearance. The Japanese engineered Outback. It'll take you to the most remote places. That is, if you can put down the TV remote. Visit Subaru.ca



BEST NEW SUV/CUV (UNDER \$35,000)
2010 CANADIAN CAR OF THE YEAR AWARDS



†MSRP of \$28,995 on 2010 Outback PZEV (AD1PZ), a Partial Zero Emission Vehicle (PZEV). See www.subarupzev.ca for details. ††Model shown is 2010 Outback 3.6R (AD236), MSRP of \$35,695. Freight, PDI, license, insurance, registration and taxes are extra. Vehicle shown solely for purposes of illustration and may not be equipped exactly as shown.



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Photo: Aldas Minkevicius



President and CEO, Subaru Canada: Katsuhiro Yokoyama

One of Subaru's core philosophies is that you can only enjoy true driving pleasure when you have real driving confidence. That is why we build vehicles that deliver high levels of reliability, safety and all-road, all-weather performance – so that you can focus on enjoying the drive and experiencing every destination on your wish list.

This side of *Six Star* celebrates the excitement of getting out more and engaging with life. The feature article (page 11) introduces you to some fascinating destinations and activities. Also included are articles about our involvement with athletics and highlights of our 2010 model lineup, including a look at the all-new 2010 Subaru Outback – an SUV alternative perfectly suited for active lifestyles in Canada (page 4). I hope you enjoy the stories and feel as inspired as I do to get out more and explore this great country of ours.



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www.subaru-earth.com

GET UP AND GET GOING

A NEW TWIST ON THE UNIQUE SUV ALTERNATIVE.
THE 2010 SUBARU OUTBACK.



The next-generation Outback strengthens the case for car-like performance, handling and convenience combined with genuine off-road capability and toughness.

Making its highly anticipated entrance this past summer, the all-new 2010 Outback is a more rugged, more versatile and more uniquely capable vehicle than ever. It can accommodate the most active lifestyles and reach the most remote places not found on any map without even batting an eyelash. Yet, on the flip side, it can spoil passengers with smooth, nimble handling around town, and a level of comfort and refinement unexpected in a vehicle this capable. For the 2010 model year, there are three different models to choose from: the evergreen Outback PZEV, the popular Outback 2.5i Sport and the refined Outback 3.6R. Additional upgrade packages, including a Multimedia Option, broaden and enhance the lineup even more; here are the details on what's new for 2010.

As with the development process for the new Legacy, Subaru customers played a large role in determining where the new Outback could improve. The people canvassed asked for more passenger room and more interior space overall. They wanted more comfort and convenience. They wanted more features. And they wanted better fuel economy. But they didn't want the new Outback to change in character; they wanted it to retain its go-anywhere capability, cargo space and nimble car-like handling. As the saying goes: Ask and ye shall receive. Subaru recognized the importance of the North American consumer and designed the new Outback accordingly.

The 2010 version of the Outback is true to its heritage yet also manages to set a new standard for this perennial favourite. The



The original: 1996 Subaru Outback

biggest news is the increase in dimensions in the new version. While previous models always managed to present a right-sized alternative to big and bulky SUVs, the 2010 model continues this tradition but with a little more cargo space – and more head-, hip-, shoulder- and legroom for rear-seat passengers. The back seats also now recline, making the 60/40-split rear seats an even more comfortable place to enjoy the ride.

The space has not only increased, it has become more useable; the square shape of the cargo area and flush hardware translate into easier loading of bulky items. Despite these improvements, the new Outback is actually 20 mm shorter than the old, although the wheelbase is now 70 mm longer. The new version is also 50 mm wider and 105 mm taller magnifying its strong on-road presence, yet still remains considerably lighter than most of its competitors.

The interior is not only more spacious and versatile, it's also quieter and more comfortable. Along with a longer wheelbase, a new subframe and redesigned suspension system help to create a smoother ride and isolate road noise from the passenger cabin. There have also been dramatic improvements to the materials and build processes used: premium fabrics, larger seats, enhanced seat structure, an enlarged armrest, and better contrasting of colours, sheens and tactile qualities.

A GLIMPSE BACK.

When SUVs started to gain popularity in the late 80s, they were all built on truck-like platforms that featured a more rugged chassis and high ground clearance. Although they were designed for serious off-road use, most SUV buyers were mainly attracted to their cargo-carrying capacity and viewed them simply as sexier alternatives to minivans. In reality, instead of venturing off-road, these rugged vehicles spent most of their time on pristine pavement around town. The SUV's truck-based chassis with its stiff ride and extra weight soon became a real disadvantage.

Subaru recognized this dilemma and answered the call in 1995 with the introduction of the Subaru Outback, the world's first vehicle to truly deliver SUV capability based on a passenger car platform. Even then the Outback boasted generous cargo capacity and sufficient road clearance to handle rough roads, but with a more comfortable ride, better fuel economy and the nimble handling traditionally associated with cars. SUV functionality with car-like performance soon proved to be a marriage made in heaven. With the help of an adventurous Aussie, Paul Hogan (*Crocodile Dundee*), Outback sales took flight and became the leading brand for Subaru in the North American market for many years. During your travels, you have probably come across many of the originals, as 92.1%* of all Subaru Outback models that have been sold in Canada are still on the road today.

*Total Vehicles in Operation Report 1995-2008
— R.L. Polk & Co. and internal sales data.



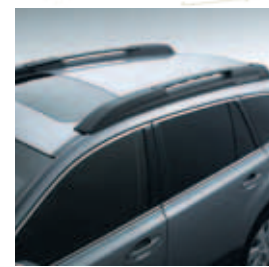
MEDIAHUB

Equipped with a USB input to allow MP3s to be played off a USB key. Enhances iPod® integration letting you recharge your iPod® and select your music through the car audio controls. (Models with Multimedia Option also enjoy Bluetooth® streaming audio for cordless connectivity.)



GPS DVD-BASED NAVIGATION

Provides the assurance to get where you're going with simple, step-by-step instructions. An advanced voice recognition feature lets you operate the system in a normal speaking voice in English, French or Spanish.



ROOF RACK SYSTEM

Complete with built-in crossbars that swing out for effortless loading and retract into the side rails when not needed to reduce aerodynamic drag and wind noise.



HARMAN KARDON® SPEAKER SYSTEM

A 9-speaker, 440-watt Harman Kardon® speaker system with a 200 mm subwoofer provides rich, full bass, while an 8-channel amplifier ensures crystal clear sound overall.

Outside, the Subaru Outback features a brand new and innovative roof rail system with integrated swing-in-place crossbars that allow for the quick and easy loading of gear. The crossbars move out of the way when not in use, helping to boost fuel efficiency and lower wind noise. Other new exterior features include fully automatic headlights and, of course, the aggressive stance created by the more prominent front and rear fenders, powerful front grille, standard fog lights and 17-inch alloy wheels. More importantly, the new Outback has higher ground clearance – higher than many SUVs – with which to clear minor obstacles in your path.

The 2010 lineup begins with the Subaru Outback PZEV, a well-appointed vehicle that delivers all the traditional qualities for which Subaru has become famous, along with a healthy dose of eco-friendliness. The PZEV utilizes a 2.5-litre 4-cylinder SUBARU BOXER engine (170 hp; 170 lb-ft of torque) equipped with special smog-fighting technology that makes it one of the cleanest-burning gasoline-powered vehicles on the road today.

Not only does the Outback PZEV refuse to compromise on power and performance, it boasts the same size, comfort and versatility as all other Outback models. There's no loss of luggage space, no complicated technology involved and the PZEV runs on regular unleaded fuel – simple!

Every model is equipped with a wealth of standard equipment including: Vehicle Dynamics Control, Traction Control, 4-wheel ABS with Electronic Brake-force Distribution and Brake Assist and, of course, Subaru symmetrical full-time All-Wheel Drive. All combined, these systems give the Subaru Outback go-anywhere traction, and all-weather control and safety.



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AUTOMOBILE DU CANADA

**BEST NEW SUV/CUV (UNDER \$35,000)
2010 CANADIAN CAR OF THE YEAR AWARDS**

Another crowd pleaser, the 2.5i Sport, adds a power moonroof, cargo tray, and a host of audio and communication features to keep you connected and thoroughly entertained. It also offers the choice of a sporty 6-speed manual transmission or Subaru's slick new Lineartronic™ CVT (Continuously Variable Transmission) featuring sporty steering wheel-mounted paddle shifters.

During highway driving, Outback models with the Lineartronic CVT can extract more than 1,000 km* from a single tank of fuel – an incredible figure for a full-time all-wheel-drive vehicle and one that meets or exceeds the standards set by many front-wheel-drive vehicles. The Lineartronic CVT is also designed to comply with future environmental regulations, so it represents a major step forward in terms of environmental performance and power delivery.



WHAT'S NEW?

While maintaining all the performance, safety, versatility and Subaru value you know and love, the new 2010 Outback offers more than ever:

MORE SPACE

Head, hip, shoulder and rear legroom have all increased creating more space for every passenger. Cargo area is wider and taller boasting more volume than many SUVs. Door openings have also been enlarged to enhance the airy feeling, make getting in and out quicker, and installing/removing child seats easier.

MORE COMFORT

All-new fabrics, premium accents and reclining rear seats all contribute to its higher level of interior comfort. Plus a new subframe and suspension system reduce noise levels and vibration to create a more tranquil environment.

MORE CONVENIENCE FEATURES

New features like Bluetooth® mobile communication systems, a MediaHub for iPod® and USB integration or the innovative swing-in-place crossbar system provide another layer of convenience for your travels (long or short).



Fuel efficiency has improved across the board. Models equipped with CVT can achieve over 1,000 km* per tank on the highway (uncommon in other SUVs).

*It is possible to travel up to 1,014 km on one tank of fuel based on estimated fuel consumption figure rating posted by Natural Resources Canada of 6.9L/100 km (highway) for a 2010 Subaru Outback 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.

Not all features listed are available on all models.

OUTBACK ACCESSORIES



While the 2010 Subaru Outback is loaded to the teeth with extremely useful features perfect for road trips short or long, the option to accessorize is there for the taking. Genuine Subaru accessories are by far the best way to dress up your Outback – they're designed, tested and engineered to the same high standards as this uniquely capable vehicle. Not only that, whether you choose a hood deflector, trailer hitch package or cargo transporter, you can rest assured that it will fit your Outback perfectly. More versatility, more performance, more convenience: Everything you want for your Subaru Outback is right here at your local Subaru Dealer. And now's the time to get up and get there.

For a more spirited driving experience and a little bit more luxury, there's the Subaru Outback 3.6R. Powered by the largest engine in the Subaru fleet – a 3.6-litre 6-cylinder SUBARU BOXER now producing 256 hp – this Outback offers the kind of smooth acceleration and passing power normally reserved for sport sedans. The 5-speed automatic SPORTSHIFT® transmission has been refined to improve performance and fuel efficiency, while the automatic blipping control during downshifts allows for a smoother transition between gears. Complete with steering wheel-mounted paddle shifters, the 3.6R delivers genuine fun behind the wheel – on-road or off.

In other news, select models are available with some truly great features including a rear-view camera, navigation system, voice-activated blueconnect® Bluetooth® hands-free connectivity, a free 3-month trial to SIRIUS® Satellite Radio, 9-speaker Harman Kardon® system with 440-watt amplifier and a MediaHub to integrate your iPod® or USB audio files with the sound system (to name a few).

Last but not least, the new Subaru

Outback continues a rock-solid tradition of active and passive safety. With such brand new features as whiplash-reducing front seats, and an even stronger chassis and passenger cell, it's no wonder that the new model has just been named a 2010 Top Safety Pick* by the Insurance Institute for Highway Safety (IIHS).

Whether you're headed out of town on a weekend adventure or simply running around doing errands, the 2010 Subaru Outback offers just what Canadian drivers need: generous cargo carrying capacity, efficiency, safety, Japanese reliability, comfort, convenience and the surefooted capability of Subaru symmetrical full-time AWD. In fact, Subaru has built the perfect car for Canadians, instilling true driving confidence on any road at any time.

While the outgoing version of the Outback was an immensely satisfying and unique alternative to the SUV, the new version is even more so. And little wonder: With significant improvements such as more interior space, better fuel efficiency and more advanced features, the 2010 version represents a highly irresistible value proposition. ✦

"The 2010 Subaru Outback offers a unique combination of comfort, efficiency, versatility and value. It boasts car-like refinement, drivability and gas mileage on the road, yet is as capable in the rough stuff as all but the most off-road focused sport utilities. Thoughtfully engineered, cleverly detailed and competitively priced, the Subaru Outback is a terrific all-rounder with broad appeal."

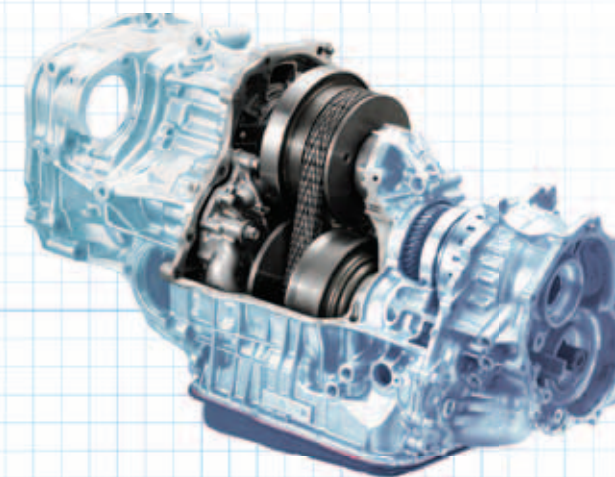
– ANGUS MACKENZIE, *MOTOR TREND* EDITOR-IN-CHIEF

**2010 *MOTOR TREND*
SPORT/UTILITY OF THE YEAR®
NORTH AMERICA**



*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.

LINEARTRONIC™ CVT: THE ALL-NEW CONTINUOUSLY VARIABLE TRANSMISSION



Want better acceleration, smoother performance and dramatically improved fuel economy? Get ready for Subaru's newest innovation: A transmission without traditional gears.

Subaru's all-new Lineartronic™ CVT (Continuously Variable Transmission) is the ideal link between the smooth power of the SUBARU BOXER engine and the confident control of Subaru symmetrical full-time All-Wheel Drive. Thanks to this innovative new transmission, your Subaru can now achieve even better acceleration, smoother performance and improved fuel economy.

Perhaps the biggest plus of this innovation is, in fact, the improved fuel economy. Thanks to Subaru's CVT – designed to comply with future environmental regulations – it's now possible to enjoy the performance of all-wheel-drive with the fuel economy experienced with front-wheel-drive vehicles! (Legacy 2.5i with Lineartronic CVT achieves 9.2/6.5 L/100 km City/Hwy.) Even more surprisingly, both the 2010 Legacy and Outback with Lineartronic CVT can achieve over 1,000 km¹ per tank during highway driving!

Although CVT transmissions are not new to the industry, Subaru engineers felt it was important to take their time perfecting the Lineartronic CVT and not just rush new technology to market. As a result of this fastidious approach, Subaru engineers were able to develop a production-car first – a CVT longitudinally paired with AWD that uses a chain instead of a belt. This advancement represents a vast improvement over other manufacturers' designs. Thanks to this innovation, Subaru's Lineartronic CVT uses smaller pulleys making it lighter and more efficient overall. By allowing for a near infinite selection of gear ratios, this transmission keeps the engine in the most favourable rpm range at all times. Subaru's unique design also boasts a more natural feel as compared to others, allowing you to experience instant and smooth response as your foot grazes the gas pedal. ✦

A SHIFT AWAY FROM GEARS



No matter how skillful the manual driver or how well-designed the automatic transmission, acceleration is never perfectly linear. There's always some degree of shift delay. In fact, accelerating from zero to peak speed is actually a series of accelerations with pauses in between. As the engine has to work harder before a gear change, each shift point slows the overall acceleration and consumes fuel. The benefit of Subaru's Lineartronic™ CVT is that it eliminates shift delay by allowing acceleration and deceleration to become perfectly linear for smooth power delivery, lower emissions and better fuel efficiency.



¹ It is possible to travel up to 1,077 kms 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. It is possible to travel up to 1,014 km on one tank of fuel based on estimated fuel consumption figure rating posted by Natural Resources Canada of 6.9L/100 km (highway) for a 2010 Subaru Outback 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.

THE UNEXPECTED SUBARU TRIBECA

A TRULY PROGRESSIVE AND LUXURIOUS SUV.



Plenty of people were surprised when the Subaru Tribeca came along. After all, this was the first mid-size SUV in the company's history – it was also the most luxurious vehicle in the model range. But the surprise soon turned to delight as consumers realized that the Tribeca offered a bit more space, a lot more versatility and a whole lot of value.

For 2010, the award-winning Subaru Tribeca is even more desirable with loads of standard features and convenient 7-passenger seating for all models. Powered by the largest engine in the Subaru fleet, the 3.6-litre 6-cylinder SUBARU BOXER, the Tribeca offers robust acceleration and healthy fuel efficiency – all using regular unleaded fuel.

The Subaru of SUVs is, of course, renowned for its superior all-weather/all-road handling, courtesy of Subaru symmetrical full-time AWD, and a surprisingly low centre of gravity due to the low positioning of the engine in the chassis. These factors give the Tribeca the refined driving dynamics and comfort level of a sedan – and the ability to leave the competition in the dust when it comes to challenging driving conditions.

Here's another way the Subaru Tribeca stands apart from the crowd: unmatched versatility. The interior offers 64 different seating configurations and a total of 2106 L of cargo space with the second- and third-row seats folded flat. The roof rails allow for even more cargo to go along for the ride and a towing

capacity of up to 1591 kg is perfect for facilitating weekend getaways to the cottage.

But this leading sport utility vehicle has also become a favourite because of its luxurious interior, highly desirable technology and great value. Standard equipment on the 2010 model includes a power moonroof, rear-view camera, dual-zone climate control with rear-seat cooling unit, and satellite radio-ready AM/FM/6CD/MP3/WMA audio system with six speakers.

There are two option packages available for the new Tribeca. The Limited Package includes leather seating surfaces, a rear-seat DVD entertainment system, a free 3-month trial subscription to SIRIUS® Satellite Radio and a Harman Kardon® speaker system with 385-watt amplifier. On the outside, exclusive 18-inch alloy wheels, silver roof rails and a monotone colour scheme boost the level of sophistication even further. The Premier Package includes all of the above plus a GPS DVD-based navigation system. New for 2010 in both packages is the blueconnect® Bluetooth® hands-free calling system for compatible cellphones, which takes advantage of voice activation to keep the driver's undivided attention on the road ahead.

Safety, luxury, versatility, efficiency and outright performance: The 2010 Subaru Tribeca has it all – and represents the perfect choice for those who want it all. ✦

MAYBE YOU SHOULD GET OUT MORE

Have you ever climbed into bed on a Sunday night, only to realize that you've just wasted an entire weekend and done absolutely NOTHING? Sure, you might argue that with everything going on at work, with the kids' busy schedules, with a hectic life in general, doing nothing is "just what you needed." The reality is, though, that doing nothing really does do nothing for you. Getting out more and being active has benefits far beyond the obvious physical payback. It stimulates our mind and helps us stay mentally fit, it feeds our sense of adventure, it gives us the opportunity to learn new skills, spend quality time with our family and friends, and it really helps us appreciate the world around us. And it makes Monday mornings a whole lot easier to swallow.



EXPLORE OR SHARE GREAT OUTDOOR ADVENTURES AT SUBARU.CA/GETOUTMORE



TOUGH TO HEAR, IMPORTANT TO KNOW

Now, if you are someone who gets out there and stays active and engaged, keep up the great work. (Quite frankly, as a Subaru owner, we know that adventure runs in your veins!) However, if life is getting the better of you and you have slacked off as of late or you just can't seem to find the time, we know it wasn't always like that. Back when we were in school, it seemed easy to stay fit and stay active. Organized sports, gym class, running around at recess, and then when we got home, road hockey, swimming, skating – you name it, we did it. Best of all, it was fun. Now that we're past those school years, though, life is doling out an overabundance of work, stress and responsibilities. Who has time to get out more and enjoy themselves? The real question is who has time not to? Arguably, the best reason for being physically active is that it can be a fun way of getting away from the stresses of everyday life. However, there are strong physical and mental health reasons as well.

Each year in Canada, the death rate from four groups of chronic diseases – cardiovascular, cancer, type 2 diabetes and respiratory – account for two-thirds of deaths. And guess what one of the big contributing factors to these chronic diseases is? You guessed it, physical inactivity. According to the World Health Organization, over 90% of type 2 diabetes and 80% of coronary heart disease could be avoided or postponed with good nutrition, regular physical activity, the

elimination of smoking and effective stress management. As well, next time you are complaining about where your tax dollars are going, consider this: The estimated total cost in Canada of illness, disability and death attributable to chronic diseases amounts to over \$80 billion annually. According to a Katzmarzyk, Gledhill and Shephard study, The Economic Burden of Physical Activity in Canada, an estimated \$2.1 billion in annual health care costs can be directly attributed to physical inactivity. In a later study it was discovered that if you add indirect costs, the price tag balloons to \$5.3 billion.

And it is not only physical health that is improved by getting out more and becoming engaged with physical activity. According to the *Journal of Mental Health Promotion*, there is also growing evidence of links between physical activity and mental health benefits including mood elevation, better cognitive functioning and improved self-perception, self-esteem and self-efficacy. *The Mind Guide to Physical Activity* (www.mind.org.uk) tells us that regular physical activity can help you deal with negative emotions and bring you a general sense of well-being. It can help you sleep better, reduce tension levels, as well as feelings of stress or fatigue, and give you more energy overall. Plus physical activity appears to relieve symptoms of depression and anxiety as well as improve mood. Regular physical activity may also reduce the risk of developing depression in the first place.

If you are still not convinced that getting off the couch beats old reruns of Seinfeld, consider this: According to Dr. Ira Jacobs, President of the Canadian Society of Exercise Physiology and

the Public Health Agency of Canada, as much as one half of the functional decline between the ages of 30 and 70 is due not to aging itself but to an inactive way of life. Ouch!

And let's talk about our kids. It likely won't surprise you to learn that research shows that many of today's kids appear to be trading in active lifestyles for video games, the internet and television. According to ParticipACTION, of children and adolescents aged two to seventeen, 26% are overweight and another 8% are obese. According to Canada's study of Physical Activity Levels Among Youth (CAN PLAY) in 2005-2006, only 13% of Canadian children and youth (aged 5 to 19) meet the recommended guidelines in Canada's Physical Activity Guides for Children and Youth. And here's the kicker. Forget about living to 100. *The New England Journal of Medicine* reported that given this trend, our children's lifespan could be two to five years less than our own.

GET A MOVE ON

Okay, now that we've thrown the scary stuff at you, it's time to consider what can actually be done to wake up on a Monday morning feeling refreshed, recharged and ready for the week ahead. According to the Public Health Agency of Canada, scientists estimate that at the beginning of a healthy living regime, we need to accumulate 60 minutes of physical activity every day. Then, as you progress to moderate activities, you can cut down to 30 minutes, four days a week. Each day, add up your activities in periods of at least 10 minutes each. Build up your activity intensity level slowly. Remember, being active is supposed to be fun, not drudgery. And

getting active does not have to mean rappelling off a high cliff or trekking through dense boreal forest. It can be as simple as going for a walk, swimming lengths in a pool, shooting a round of golf, playing a game of one-on-one basketball in the driveway, riding a bike, gardening, playing with your kids, or even dancing to your favourite music.

Either way, your Subaru – with all-road, all-weather symmetrical full-time AWD – is built to take you pretty much anywhere you want to go. In fact, we specifically design our vehicles with this goal in mind, enabling drivers to get out more in total confidence. We are dedicated to promoting healthy, active lifestyles in everything we do including supporting various sponsorships like the Subaru Triathlon Series, the Subaru Ironman Canada Triathlon, and the Royal Canadian Golf Association's Golf Fore the Cure. We have even created a unique online community (www.subaru.ca/getoutmore) devoted to sharing information on great outdoor adventures throughout Canada and hope that you will visit and take advantage of this resource soon.

Understandably, running a triathlon would be a pretty tough way to get started on any fitness regime, but who knows, it could be one heck of an end goal.

Hiking has to be one of the most convenient and inexpensive ways to get fit and enjoy the beauty around us. It can help clear your mind or, if you prefer, give you time to think. And what better





WEST COAST TRAIL
VANCOUVER ISLAND, BC

RADISSON HECLA RESORT,
HECLA ISLAND, MB

SUGARLOAF BIKE PARK
CAMPBELLTON, NB

MOUNT ASSINIBOINE LODGE
MOUNT ASSINIBOINE PROVINCIAL PARK, BC

SIGNAL HILL,
ST. JOHN'S, NL

P.E.I.

MONT-SAINTE-ANNE
BEAUPRÉ, QC

country to explore on foot than Canada! The Web site www.besthike.com lists two Canadian trails on its top 10 hikes of the world list.

Referred to as “a near perfect hiking experience in pristine Canadian wilderness,” Vancouver Island’s 75 km West Coast Trail takes the list’s top spot, while Alberta’s Sunshine to Mt. Assiniboine trail comes in at number five on the list.

And hiking does not necessarily have to mean wilderness. Depending on what suits your style, you can explore a more urban landscape on foot and learn some interesting things about the history and evolving culture. Being on foot is simply a great way to see EVERYTHING. Why not drive to a city you’ve never been to before and then head out on foot?

If you want to get fit, St. John’s, Newfoundland, is a great city to explore. There is loads of history here and there are also loads of hills. St. John’s is home to Signal Hill, the reception point of the first transatlantic wireless signal by Guglielmo Marconi. Signal Hill is also the start of the North Head Trail, a difficult 1.7 km hike from Cabot Tower to Lower Battery Road, which descends almost 500 feet over stairs, boardwalk and footpath and rewards with an incredible view of St. John’s harbour. If you would like to hike in a more non-traditional way, consider the leg-toning benefits of walking or running on Prince Edward Island’s long, sandy beaches.

One trail that combines both urban and wilderness landscapes is the Trans Canada Trail, a 21,500 km recreational trail winding its way through every province and territory, from the Atlantic

to Pacific to Arctic Oceans. When the trail is completed, it will be the world’s longest recreational trail, linking close to 1,000 communities and over 33 million Canadians. Today almost 70% (an amazing 14,500 km) is already developed. And the trail is not just for hiking. Depending on the location, there are opportunities to walk, hike, cycle, ski, horseback ride and canoe. To check it out, visit www.tctrail.ca.

With any luck, you will have a perfectly fine place to go for a walk or a hike close to your home. Keeping it simple is the best way to build walking into your everyday lifestyle. Going further afield, there are countless Web sites dedicated to great places to explore. Each of the provincial tourism Web sites have a spot where you can pop the words “adventure” into the search engine and discover all sorts of great experiences. You can also check the Web site of your local town, city or municipality, or Google “places to hike in (fill in the blank)” and you’ll end up with lots of great spots Mother Nature has provided to inspire and challenge us. We liked looking around at www.canadatrails.ca, www.trails.com/canada-trails.aspx, www.trailcanada.com, and, of course, Subaru’s www.subaru.ca/getoutmore. (Do you sense a theme?) You may need to jump into your Subaru to get you to the trail or city centre of your choosing, but once you get there, it’s nothing but you and your legs to move you around.

GIVE ME A BREAK

Next time you are planning a vacation, consider building in some physical activity. Fitness adventures and vacations are not only

good for the body, but connecting with the great outdoors is also fantastic for the mind and soul.

If you have always done resort-style vacations, think about eschewing the traditional southern beach holiday for a northern spa and natural exploration destination. The year-round Radisson Hecla Resort on Manitoba’s Lake Winnipeg (www.heclaoasis.com) offers a variety of seasonal outdoor activities, cultural, historical and “wildlife watch” itineraries, and combines them with the opportunity to retreat to the mineral spa afterward. The resort has a full-time naturalist on staff who takes guests on guided wilderness tours like Snowshoe by Starlight, Marsh Treks, Snake Den Safaris and Woodland Wanderings.

Depending on the terrain, two wheels can be an incredibly exciting way to work your muscles. New Brunswick’s Sugarloaf Provincial Park is home to Atlantic Canada’s only bike-park trails that are accessible by mountain lift. Whether you are just beginning to ride or if you are an experienced veteran, you are sure to have an epic day riding in this downhill bike park with trails that range from smooth, gentle cruisers to steep and rocky black-diamond trails.

Canyoning is another great mode of exercise, but this one is for the not so faint-of-heart. Canyoning is generally deemed to be a technical descent down a canyon, requiring rappelling and rope work, technical climbing or down climbing, and sometimes technical jumps. However, if you are 10 years of age or older, and you don’t have a debilitating fear of heights, you can safely experience the thrill of canyoning next to a waterfall at

Mont-Sainte-Anne in Quebec year-round. In this adventure, (www.canyoning-quebec.com) you will rappel down a cliff next to the Jean-Larose Falls, which comprises two cascades measuring 12 m (39.5 ft.) and 19 m (63 ft.) high that carve a path through the limestone bedrock and plunge into magnificent basins. In the winter, you can rappel down a 41 m (135 ft.) frozen waterfall. Not only is this sure to get the legs pumping, but we’re pretty sure it will also get the heart racing.

For anyone who does not think horseback riding is athletic, just give it a try. (And check out the muscle tone on cowboys and cowgirls!) From ranch holidays and cattle drives to horseback riding and cowboy poetry, Saskatchewan and Alberta have a vast range of western adventures to choose from. Just get some boots and chaps and join the fun. Whether it’s an hour’s easy amble on horseback or six straight days in the saddle, there’s a wide variety of trail riding, pack trips and ranch vacations to suit your style. Check out www.sasksaddletrails.com or www.albertaoutfitters.com to find out how to get into the saddle.

Not all great adventures have to take place on dry land. Scuba diving is a big sport in Canada and while diving is particularly well known on the BC coast, there are countless places all across the country to learn and enjoy the sport. In Nova Scotia, Torpedo Rays (www.torpedorays.com) invites divers to have their picture taken with Scuba Claus during their annual December Christmas Tree Dive! Divers head to



ALGONQUIN LOG CABIN
ALGONQUIN PARK, ON



YUKON



YUKON

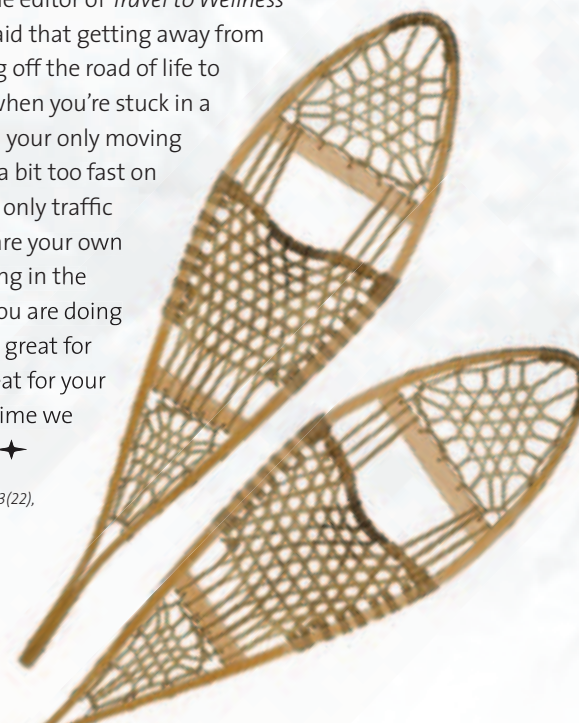
Fox Point Beach to sink a tree and decorate it under water with biodegradable ornaments. Now that's a tradition even the Grinch would appreciate.

Don't just think of winter as a time to huddle indoors. Consider all the fantastic adventures you can get yourself into outside. Take an Algonquin three-night Eco Adventure and celebrate winter in Ontario's beautiful Algonquin Park (www.ontariooutdoor.com). Spend your days playing in the white stuff, dogsledding, snowshoeing, and backcountry skiing, and your nights satisfying your green side, snuggled up in a solar-powered cottage. Or, how about seeing green, all across the night sky with a taste of Aurora Borealis. For an adventure you will remember your entire life, head to the Yukon (www.travelyukon.com) and check out the captivating dancing Northern Lights by night and then get down to the not-so-serious business of dog mushing or ice-fishing by day. If you are more inclined to like your adventure in smaller doses, head out for a day of cross-country skiing in many provincial or city parks or conservation areas all across Canada.

One of the very best ways to get active and enjoy the outdoors is to simply wake up in the morning, look at the beautiful weather outside and commit to making the most of your day. The decision of "what to do" or "where to go" is made easy with the recent launch of Subaru Canada's www.subaru.ca/getoutmore. This interactive forum is designed to help spark ideas for spontaneous

outdoor adventure – in a fun, informative and convenient way. Visitors can browse through activities, unique destinations and road trips all around the country (as well as in their own backyard). Visitors are also able to review special features and articles, share and post their own experiences, and try out as many of other people's recommended adventures as they can. In this online community, you'll likely come across many real-life outdoor adventures posted by other Subaru owners just like you. Our goal is to bring like-minded people to one location where they can swap stories and raise the outdoor adventure spirit even higher throughout Canada.

Anne Dimon, the editor of *Travel to Wellness* magazine, once said that getting away from it all is like "pulling off the road of life to admire a sunset when you're stuck in a traffic jam." When your only moving violation is going a bit too fast on your bike, and the only traffic sounds you hear are your own footsteps crunching in the snow, you know you are doing something that is great for your body and great for your mind. Maybe it's time we all got out more. ✦



PHOTOS: West Coast Trail © Parks Canada/W. Lynch/10.104.03.34(23), Signal Hill © Parks Canada/J.F. Bergeron/ENVIROFOTO/H.01.14.02.03(22), Radisson Hecla Resort courtesy of Travel Manitoba, Sugarloaf Bike Park © Rob Cocquyt, Mount Assiniboine Lodge © Barb Renner, Mont-Sainte-Anne © Marc Tremblay/Canyoning-Québec, Algonquin Log Cabin courtesy of Voyageur Quest.

**Have plans for the weekend?
We do.**

Introducing subaru.ca/getoutmore, an interactive site that will inspire you to raise the bar on your next outdoor adventure. Browse Canada-wide activities, share your own, and get plugged into a community of Subaru owners who share your drive to go.

SUBARU

Does your outdoor experience blow others out of the water, mountains or forests?

As a Subaru owner we're inviting you to be the first to contribute to our community. Visit subaru.ca/getoutmore and you could win great Subaru prizes.

Driven by: **OUTBACK**



SUBARU IRONMAN CANADA NEWS

Subaru Canada is proud to continue to be the title sponsor of one of the most gruelling and inspiring events in the world of sport. Participants in the Subaru Ironman Canada Triathlon must complete an exhausting 3.8-km swim, endure a 180-km cycling road race, and finish it off with an arduous 42.2-km run all in succession. Athletes have 17 hours to complete the event (from the 7 a.m. start until midnight).

Over 2,600 athletes took part in the 27th anniversary of the event under sunny skies (results listed on the right).

Plans are already underway for the 28th annual Subaru Ironman Canada. Next year's event will take place on Sunday, August 29, 2010, in Penticton, BC, and the surrounding Okanagan Valley. For more information including news, photos and updates, go to www.ironman.ca.



The next Subaru Ironman Muskoka will be held on September 12, 2010.

TOP FIVE MEN

1. Jordan Rapp, USA	8:25:13
2. Mike Aigroz, SWI	8:40:17
3. Courtney Ogden, AUS	8:44:37
4. Jasper Blake, CAN	8:48:29
5. Wolfgang Guembel, CAN	8:50:27

TOP FIVE WOMEN

1. Tereza Macel, CAN	9:11:20
2. Belinda Granger, AUS	9:40:48
3. Janelle Morrison, CAN	9:48:54
4. Haley Cooper, USA	9:53:35
5. Tara Norton, CAN	9:59:42



TRY A SUBARU TRIATHLON

On the triathlon scene, Subaru Canada is running with a record number of participants at all of our sponsored events!

If you'd like to try a triathlon, Subaru sponsored events offer participants of all ages and skill levels a chance to compete in everything from kids' fun runs to introductory triathlons or elite Subaru Triathlon events. It's easy to get started and it's also a great way to stay in shape.

For many years, Subaru has supported active lifestyles and is very proud to sponsor triathlon events in Canada from coast to coast – there's sure to be one in your area! Find a complete listing of all Subaru-supported triathlon and running series events through any of the organizations listed below:

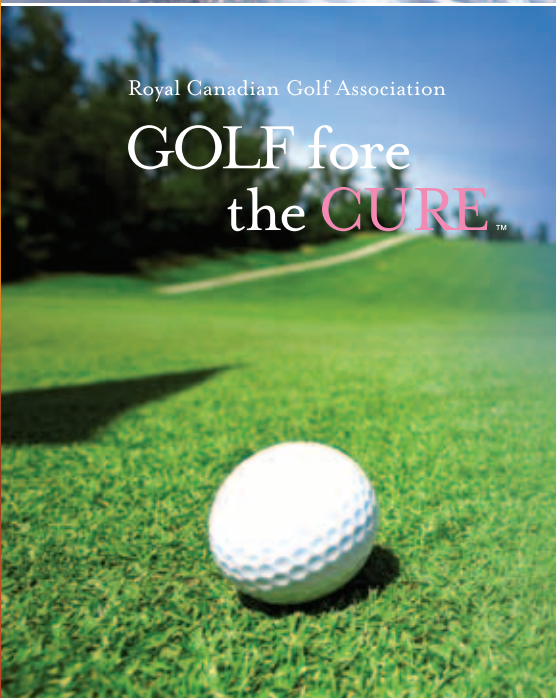


SUBARU SUPPORTS THE SLOPES

As part of our sponsorship program, Subaru Canada also supports the Canadian Ski Instructors' Alliance (CSIA).

CSIA is committed to training and certifying Canadian ski instructors through a four-tiered certification program. This globally recognized organization develops the highest quality of professional instructors for snow schools nationwide.

Visit www.snowpro.com/csia/e to learn more about the organization that's setting the national standard for ski teaching.



Royal Canadian Golf Association

GOLF fore the CURE™

SUBARU IS IN FULL SWING

The arrival of summer marked Subaru's busiest outdoor sponsorship activity. For the third consecutive year, Subaru Canada was in full swing with our support of Golf Fore the Cure. This fundraising initiative with the RCGA (Royal Canadian Golf Association) involved over 185 one-day ladies' golf events from coast to coast, all with the goal of raising money in support of finding a cure for breast cancer.

Last year over \$650,000 was raised at 165 events, bringing the overall total to \$1.5 million since the event's inception three years ago. For 2009, over 15,000 participants took part in this worthy cause, elevating the total money raised to over \$2 million!

The 2009 National Golf Fore the Cure finale event took place on September 14 at the Markland Wood Golf and Country Club in Etobicoke, Ontario.

Please visit www.rcgagolfforethecure.ca to learn more about this inspiring program.

\$750 CASH BACK REBATE

In appreciation of those who participate in our sponsorships, we are offering a \$750 cash back rebate* on the purchase or lease of a new Subaru vehicle.

SUBARU CANADA IS COMMITTED TO PROMOTING HEALTHY, ACTIVE LIFESTYLES FOR CANADIANS THROUGH ALL OF OUR SPONSORSHIPS.

REBATE* AVAILABLE TO:

- Canadian Association of Rallysport (CARS) members
- Golf Fore the Cure participants
- Subaru Ironman Canada, Subaru Ironman Muskoka 70.3 and all Subaru title-sponsored Triathlon Series or Subaru Running Series participants
- Canadian Ski Instructors' Alliance (CSIA) members

*Valid on the purchase or lease of any new Subaru vehicle acquired from any Canadian Subaru Dealer from Jan. 1, 2009 to Dec. 31, 2009. Participant must meet minimum program eligibility. Only one rebate per customer and cannot be combined with any other offer. Visit subaru.ca > buying a subaru > current promotions > national promotions for eligibility and full program details. Check back at subaru.ca in 2010 for new program information.

»»»» FORESTER

SMALL SUV, BIG PERFORMER

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

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

Both the Forester 2.5X and PZEV employ a 2.5-litre 4-cylinder SUBARU BOXER engine (170 hp; 170 lb-ft of torque) tuned for spirited performance and maximum efficiency. The PZEV is available only with a 4-speed automatic transmission with SPORTSHIFT®; the 2.5X offers a 5-speed manual as standard equipment with the automatic as a stand-alone option.

The adrenaline-fuelled Forester 2.5XT Limited is powered by a turbocharged 2.5-litre 4-cylinder SUBARU BOXER (224 hp; 226 lb-ft of torque) paired with the 4-speed SPORTSHIFT® automatic.

While the Forester PZEV is leading the charge in eco-conscious motoring, all versions of this smart-sized SUV offer remarkable fuel efficiency and plenty of bang for your buck. The Forester 2.5X Touring Package is the most popular model – it builds on the already well-equipped base model offering and adds such features as a power moonroof, 10-way power driver's seat and 16-inch alloy wheels.

Meanwhile, the 2.5X Limited Package and 2.5XT Limited now offer a Multimedia Option that includes GPS DVD-based navigation, colour touchscreen monitor, Bluetooth® hands-free calling capability, and a CD/MP3/WMA

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. ✦

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






FORESTER



We are proud to say Subaru has made the cut and passed record of 94 vehicles in 2009 to only 27 vehicles in 2010. In fact, this latest requirement for stronger roofs reduces the list of TOP SAFETY PICK winners from a standard on all Subaru vehicles) and new requirements addition of electronic stability control (which is now to drive continued safety improvements such as the protection. The criteria is tough because it is intended in new roof strength tests, which measure rollover electronic stability control and achieve a "good" rating side- and rear-impact crash tests, be equipped with earn the highest rating of "good" in the Institute's front- To qualify for a 2010 Top Safety Pick, a vehicle must Safety Pick in every class in which it competes. makes Subaru the only manufacturer with a 2010 Top

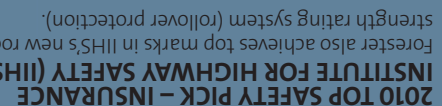


2010 Outback, Legacy, Forester, Impreza and Tribeca models have just recently been named 2010 Top Safety Picks by the Insurance Institute for Highway Safety. This fantastic news makes Subaru the only manufacturer with a 2010 Top

IT RUNS IN THE FAMILY

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. ✦

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