



Contact: Dominick Infante: 856-488-8615
Mike Whelan: 856-488-3326

January 10, 2005

SUBARU ANNOUNCES WORLD DEBUT OF THE 2006 SUBARU B9 TRIBECA PROGRESSIVE SUV

Dramatic New Styling Represents Entry Into New Market and First-ever Subaru With Seven Passenger Capability

DETROIT – Subaru of America, Inc., today revealed its all-new progressive SUV, the 2006 Subaru B9 Tribeca at the 2005 North American International Auto Show. The bold new 2006 Subaru B9 Tribeca is the first-ever Subaru SUV with available seating for seven passengers and with Subaru Symmetrical All-Wheel Drive as its core technology.

“The all-new 2006 Subaru B9 Tribeca is a step in a new direction for Subaru and brings versatility and agility to the traditional SUV market,” said Kunio Ishigami, Chairman, president and CEO of Subaru of America, Inc.

“The Subaru B9 Tribeca is the new flagship for the Subaru line-up and combines a bold new design with the trademark Subaru Symmetrical All-Wheel Drive system, and is our first seven passenger vehicle.”

The Subaru B9 Tribeca takes the Subaru brand into a new market segment and is positioned above the current Subaru Legacy[®] and Outback[®] line of vehicles. The all-new progressive SUV is equipped with the legendary Subaru Symmetrical All-Wheel Drive system and a powerful, 250 horsepower ‘Boxer’ six-cylinder engine for quick acceleration. The all-new Subaru B9 Tribeca features an all-new design theme, delivering added style to the capability, safety and durability Subaru is so well-known for.

“The Subaru B9 Tribeca will shake up the staid SUV segment while delivering our tried and tested Symmetrical All-Wheel drive system with a dose of high style,” said Fred Adcock, Executive Vice President, Subaru of America, Inc. “With its unique exterior design, bold high-tech interior and flexible seven passenger seating capability, the Subaru B9 Tribeca is more than just a new style of Subaru. It is a progressively designed SUV that combines the fun-to-drive handling, maneuverability and fuel efficiency found in Subaru sport wagons with the roominess and capability of an SUV.”

Broad Appeal

The 2006 Subaru B9 Tribeca will appeal to people with a wide range of needs, and expands the Subaru product line with a vehicle that is larger than the Outback. The Subaru B9 Tribeca delivers superior ride and handling in its segment and will appeal to customers looking for greater cargo capacity, expanding the Subaru brand's appeal to a new group of customers.

“With this new vehicle, we have developed a new type of Subaru that will appeal to a larger audience,” added Adcock. “The new Subaru B9 Tribeca is the logical step for a current Legacy or Outback owner looking to move up in vehicle size, feature content and refinement, but without the added weight and poor handling of a typical SUV.”

The 2006 Subaru B9 Tribeca is aimed at young families and customers looking for a flexible SUV alternative. “With the Subaru B9 Tribeca, you don't have to sacrifice function for style,” said Rick Crosson, Vice President of Marketing, Subaru of America, Inc. “Subaru has designed a new vehicle that will appeal to new customers looking for a stylish crossover vehicle, as well as to our traditional customers looking for more room, while still retaining our trademark all-wheel drive and durability.”

Dynamic Styling Breaks New Ground for Subaru

The Subaru B9 Tribeca looks like no other SUV on the market and features a dramatic new Subaru design focused on dynamic motion. The refined, confident and powerful design of the Subaru B9 Tribeca distinguishes it in a market of bland SUV look-alikes.

The key focal point of the all-new 2006 Subaru B9 Tribeca is the bold new grille design that flows into a powerful, dynamic architecture. Viewed from the front, a central air intake dominates the face of the new Subaru B9 Tribeca. The air intake is flanked by two “wings” that relate to the history of Subaru as an aircraft manufacturer – illustrating the Subaru commitment to engineering excellence.

The front of the vehicle is also accented with a unique headlamp design that incorporates a series of cylindrical bulb housings. This ‘projector beam’ style headlamp design adds a sense of presence to front of the vehicle, and provides a powerful and precise light pattern that aids driver safety in low-light conditions.

Bold Stance

The powerful wheel arches house unique 18-inch wheels, creating a bold, athletic stance on the road. The powerful fender and wheel forms are integrated into a J-curve through the shoulder that projects a sense of dynamic motion and agility, hinting at the exceptional on-road performance of the Subaru B9 Tribeca.

The sense of motion is sustained through the side view of the Subaru B9 Tribeca, with detailed surface treatments of the doors. The forms from the wheel arches are carried through the body contours and reappear in the shape of the door handles, smoothly integrating the side view styling of the vehicle.

An upswept 'J-curve' character line begins at the base of the A-pillars and carries through to the rear hatch, creating a powerful rear design highlighted by elliptical tail lamps and dual rear exhausts. Also prominent in the new design is a curved roof line that expresses a sense of dynamic motion and energy. The roof design is rounded at the sides to create a sculptured, aerodynamic look.

Inspiring Interior

The interior of the all-new Subaru B9 Tribeca is just as dramatic as the exterior. The sophisticated twin cockpit design echoes the front grille treatment, with a flowing, sculpted dash and center console design. But the Subaru design team did not sacrifice function for the sake of style. The Subaru B9 Tribeca interior features real-world flexibility, with an interior positioning to seat most every lifestyle.

Aluminum-look trim highlights the sculpted shapes of the dashboard. The driver faces large, clear electroluminescent dials and ergonomically-correct switchgear. The center console is dominated by a seven-inch navigation/vehicle information touch-screen, with easy to use audio and HVAC controls located just below. Ambient interior lighting illuminates the footwells, center console and cup-holders at night in keeping with the sophisticated interior theme.

An optional Rear-Seat Entertainment system consists of a large, nine-inch diagonal wide-screen with DVD player and auxiliary video game and camcorder feed capability. Two wireless head sets and a remote control are standard. A rear seat air conditioner is standard on all Subaru B9 Tribeca models with the optional third row seating.

Second row rear seats feature a sixty/forty split bench and a forty/twenty/forty split rear seat back with fold-flat capability. The second row seats slide eight inches fore and aft for improved rear passenger and third row comfort. Second row seats also recline independently in a sixty/forty split. The third row seats provide accommodations for two passengers and fold flat in a fifty/fifty split for a more flexible cargo space.

Engineering Excellence

The 2006 Subaru B9 Tribeca is designed with a coil spring front strut suspension and an all-new double wishbone rear suspension design. The chassis is enhanced by a stiff and strong unibody construction, which is a full 50 percent stronger in torsional rigidity than the new Subaru Outback. The vehicle was designed to tow trailers in addition to hauling passengers and gear, and is capable of towing trailers of up to 3,500 pounds with the available accessory towing package.

Driving the new Subaru B9 Tribeca is Subaru Symmetrical All-Wheel Drive; a total system that integrates a lightweight, horizontally-opposed 'Boxer' engine and full-time All-Wheel Drive. Symmetrical All-Wheel Drive provides excellent balance thanks to the longitudinally mounted 'Boxer' engine and the way power flows from it through the transmission and to the rear differential along a straight, near-horizontal path.

The 2006 Subaru B9 Tribeca delivers quick acceleration generated by the light and compact 250 horsepower six-cylinder Subaru 'Boxer' engine, mounted to a standard five-speed automatic transmission equipped with the SPORTSHIFT manual mode. This transmission allows manual gear selection when desired, and is coupled with a Variable Torque Distribution (VTD) all-wheel drive featuring a planetary gear center differential, which normally sends more power to the rear wheels to enhance handling agility. The system continually adjusts the power distribution in response to driving and road conditions.

Subaru B9 Tribeca Focuses on Safety

The 2006 Subaru B9 Tribeca was designed from the chassis up with high levels of safety as one of its primary goals and begins with a chassis and suspension created to deliver crisp, agile handling helping to provide excellent accident avoidance.

Standard safety features include occupant sensing, dual-stage driver and passenger airbags, seat-mounted side impact air bags, and standard side-curtain air bags. A direct tire-pressure monitoring system is standard on all models, as is a 4-channel ABS braking system with Electronic Brake Force Distribution (EBD) for enhanced active safety. Also standard on the Subaru B9 Tribeca is Vehicle Dynamics Control (VDC), which distributes torque to the appropriate wheel based on input from steering wheel angle, yaw and lateral g-force sensors. The system also monitors input from the ABS brake system, adjusting individual wheel braking as needed, helping to maintain vehicle control under a variety of driving conditions.

The Subaru B9 Tribeca unibody construction utilizes high tension steel beams and impact absorbing foam materials to enhance crash performance. The body utilizes Subaru Ring-Shaped Reinforcement Frame design to help absorb the energy of an impact and help protect vehicle occupants. Additionally, the spare tire is mounted underneath the vehicle to avoid intrusion into the passenger compartment.

The 2006 Subaru B9 Tribeca will go on sale early summer of 2005, and will be built at the Subaru of Indiana Automotive plant in Lafayette, Indiana. For the most accurate and up-to-date information on this vehicle, visit www.B9Tribeca.com.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly-owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes all-wheel drive Subaru vehicles, parts and accessories through a network of nearly 600 dealers across the United States. Subaru is the only car company that features Symmetrical All-Wheel drive as standard equipment on every vehicle in its product line. For additional information visit www.subaru.com.

#