



# Media Information

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## SUBARU EARNS FIVE AWARDS IN KELLEY BLUE BOOK 2023 5-YEAR COST TO OWN AWARDS

- Subaru earns Lowest 5-Year Cost to Own in five vehicle segments
- Ascent wins Mid-Size SUV 3-Row category
- BRZ tops Sports Car category
- Impreza wins Compact Car category
- Forester secures Compact SUV category
- Outback recognized for Mid-Size SUV 2-Row category

Camden, N.J., May 2, 2023 - Subaru of America, Inc. today announced that the automaker has won five categories in Kelley Blue Book's 2023 5-Year Cost to Own Awards. The 2023 Subaru Ascent, BRZ, Forester, Impreza and Outback earned top spots in their respective segments.

### **2023 Subaru Ascent**

5-Year Cost to Own Award: Mid-Size – 3-row (third year in a row)

### **2023 Subaru BRZ**

5-Year Cost to Own Award: Sports Car (second year in a row)

### **2023 Subaru Impreza**

5-Year Cost to Own Award: Compact Car

### **2023 Subaru Forester**

5-Year Cost to Own Award: Compact SUV (four year in a row)

### **2023 Subaru Outback**

5-Year Cost to Own Award: Midsize SUV – 2-row (third year in a row)

“We are thrilled to receive the 2023 Kelley Blue Book 5-Year Cost to Own Award for Ascent, BRZ, Forester, Impreza and Outback from Kelley Blue Book,” said Jeff Walters, President and Chief Operating Officer, Subaru of America, Inc. “These awards reinforce our commitment to providing customers with vehicles made to the highest standards of safety, reliability, dependability and value.”

Kelley Blue Book, the leading provider of new and used vehicle valuation and information, created the 5-Year Cost to Own Awards to help shoppers make more informed new-car buying decisions by breaking down typical ownership cost

details and naming the brands and models with the lowest projected five-year total. This data allows consumers to see the big picture of what a new vehicle will cost them over time, helping shoppers save money by choosing a vehicle that best meets their needs and their long-term budget.

Kelley Blue Book 5-Year Cost to Own information is developed using Kelley Blue Book® Residual Values to calculate depreciation costs. Kelley Blue Book calculates total ownership costs for new vehicles by applying a sophisticated valuation methodology along with critical financial data from third-party providers.

For more information about the 2023 5-Year Cost to Own Awards, please visit: <https://www.kbb.com/best-cars/lowest-5-year-cost-to-own-cars-trucks-suvs/>

#### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan.

Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation.

SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit [media.subaru.com](https://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).