



**EMBARGOED UNTIL 21 MARCH 2016**

## **Subaru launches the new MY16 Forester**

*Subaru will initiate a brand-new campaign across the region alongside the launch of the Forester*

**Bangkok, Thailand, 21 March 2016** – Motor Image, the exclusive distributor of Subaru vehicles in the Southeast Asian region, today launched the new MY16 Subaru Forester at the 37<sup>th</sup> Bangkok International Motor Show. With improved handling dynamics, innovative technologies, and aesthetic upgrades, the Forester is the ideal choice for an active family that wants to live life to the fullest.

With the new Subaru Forester, Motor Image welcomes a brand-new campaign “Is There Anything You Can’t Do?” This campaign is aligned with families and drivers who have an unstoppable attitude – There is nothing they can’t do in life. The New Subaru Forester is the car designed specially for their lifestyle. A car that represents the resilience and endless capacity to get what they desire.

“Together with the launch of the Forester, Subaru is excited to roll-out a brand-new campaign to highlight the traits of the Forester, an unstoppable vehicle that can turn any challenging terrain into an exciting adventure. The campaign name “Is There Anything You Can’t Do” reminds people that they can achieve anything they have their eyes set on, and the Subaru Forester will accompany them throughout their adventure”, said Mr Glenn Tan, Executive Director, Tan Chong International Ltd.

*The new Subaru Forester*



Forester 2.0XT



The new Subaru Forester features:

- X-Mode – For optimised control of the engine, Symmetrical All-Wheel Drive (S-AWD) and brakes to safely drive over almost any type of terrain
- Enhanced suspension for maximum comfort and handling performance
- Added safety features such as Steering Responsive Headlights
- Improved exterior features
  - Brand new grille, taillights and rims
- Improved interior features
  - Refreshed cabin design, a premium head-unit and a LCD Cluster display

The Subaru Forester will come in three options featuring a 4-Cylinder, 16-Valve Boxer Engine and S-AWD:

- 2.0i: FB20 Boxer Engine, Completely Knocked Down (CKD)
- 2.0i-P (Premium): FB20 Boxer Engine, CKD
- 2.0XT: FA20 Direct-Injection Turbocharged Boxer Engine, Complete Built Up (CBU)

Subaru created the Forester to be a Sport Utility Vehicle (SUV) that can be safely driven through all types of terrain, anywhere, anytime. The development concept for the Forester has remained the same for nearly a decade, improving every year based on the requirements of adventure loving customers.

The 2.0i and 2.0i-P options will feature a 2.0L, 4-Cylinder, 16-Valve, FB20 Boxer Engine which produces 150PS at 6,200 rpm. Better fuel efficiency of 7.9L/100km (combined) is also achieved as a result of a long stroke engine coupled with a lightweight engine block. The 2.0XT variant produces 241 PS at 5,600 rpm as a result of a FA20 Direct-Injection Turbocharged Boxer Engine for higher power and decent fuel efficiency of 8.5 L/100km (combined).

When in X-Mode, the on-board computer coordinates the throttle, transmission and S-AWD to help anyone safely drive through any difficult terrain. X-Mode's Hill Descent Control helps modulate speed when the vehicle is going down a steep hill in the city, or through gravel slopes in the outdoors. The combination of X-Mode with Subaru's S-AWD can also help the Forester get out of muddy situations when one or more wheels get stuck.



Some functions for Subaru's X-Mode are as follows:

- Hill Descent Control
- Enhanced All-Wheel Drive (AWD) System
- Enhanced Vehicle Dynamics Control (VDC)

Staying true to the roots of an all-terrain vehicle, the Continuously Variable Transmission (CVT) was chosen to complement the Forester's performance. Subaru's CVT allows power to be delivered consistently and smoothly at all times, regardless of terrain, making it ideal for adventurous customers who take their car off the beaten track.

The Forester's suspension has also been enhanced for maximum comfort and handling performance. With a stiffer front cross member, enhanced coil and damper, drivers will experience a more comfortable ride quality with agile and nimble handling across all urban and off-road terrains.

All variants will have a brand new grille, taillights and rims. Interior features across the different variants have been enhanced with a refreshed cabin design to welcome the driver, alongside a premium head-unit and a LCD Cluster display. To maximise driver comfort and ride quality, noise from inside and outside the cabin has been reduced as a result of improved sound proofing materials and increased window thickness.

While enjoying adventurous sports like running, rock climbing or mountain biking, there might be a chance for the Key Fob to be misplaced or damage. The Forester i-P and XT will include a Personal Identification Number (PIN) code access which allows users to access their Subaru without the Key Fob, unlocking the vehicle's doors by entering the pre-set PIN code, empowering users with a hassle-free adventure.

Safety continues to be a cornerstone for all Subaru vehicles with improvements in both the active and passive safety features. The MY16 Forester is constructed around a Ring Shaped Reinforcement Frame, protecting the passenger in the event of a rollover and withstanding the weight of the 1.5 ton Forester.

Steering Responsive Headlights have been fitted on the 2.0i-P and XT which will allow the headlight beam to move according to the direction of how the car is steered, maximising driver visibility and safety.



Additional active and passive safety features include:

### **Active Safety**

- Vehicle Dynamics Control (VDC)
- Hill Start Assist
- Brake Override

### **Passive Safety**

- Side Door Reinforcement Beam
- Whiplash Reducing Seats
- Ring Shaped Reinforcement Frame

Tan Chong Motor Assemblies, which is part of Tan Chong Group, will assemble the CKD Subaru Forester at its Segambut plant in Malaysia. In partnership with Japan's Fuji Heavy Industries Ltd (FHI), the manufacturer of Subaru, a pre-production trial commenced at Segambut in January 2016 and the first production model rolled out in February 2016. With an estimated yearly production of 10,000 units, the Subaru Foresters assembled in Malaysia will be sold through Motor Image's distribution network in Malaysia, Indonesia and Thailand.

The CKD Subaru Forester is the second model assembled at Segambut, the first being the Subaru XV which began assembly in December 2012.

The new Subaru Forester 2.0i-P and XT (both CBU) are available for booking at the following Subaru Showrooms across Singapore – 25 Leng Kee Road and 19 Lorong 8 Toa Payoh.

*Specification data and model lineup may vary according to markets. For more information, please check with respective local Motor Image personnel.*

###

For media queries, please contact:

Breda Lim (Ms)

**Motor Image Enterprises Pte Ltd**

Phone: +65 6703 8221

Email: [bredalim@motorimage.net](mailto:bredalim@motorimage.net)

Joel Lah (Mr)

**Rice Communications on behalf of Motor Image**

Phone: +65 3157 5676

Email: [subaru@ricecomms.com](mailto:subaru@ricecomms.com)



### **About the Tan Chong Group**

Tan Chong International (HKSE:0693) is listed on the Stock Exchange of Hong Kong and is a major motor, property and distribution company with operations in Singapore, Cambodia, China, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. Since its inception in 1957, the Group has grown its assets substantially through continuous expansion of its existing diversified business portfolio in manufacturing, distribution and retail.

### **About Motor Image**

Motor Image is the authorised distributor of Subaru automobiles in Singapore. Established in 1986 and headquartered in Singapore, the company has since opened offices in Cambodia, Hong Kong, Indonesia, Malaysia, Philippines, Southern China, Taiwan, Thailand and Vietnam. The Motor Image Group is a wholly-owned subsidiary of Hong Kong-listed Tan Chong International Limited (TCIL), which has a partnership with Fuji Heavy Industries Ltd. for the local assembly of Subaru vehicles in Malaysia. Signed in July 2011, the agreement leverages on Tan Chong's existing assembly facilities for production of Subaru cars for marketing and distribution in Malaysia, Thailand and Indonesia. This new development is part of Motor Image Group's growth strategy which identifies ASEAN as the key engine of the Group's future growth. Other businesses that TCIL engage in across Asia include automotive, commercial, manufacturing, trading and property investment businesses across Asia. [www.subaru.asia](http://www.subaru.asia)

### **About Subaru**

Based in Japan, Subaru is the automotive division of Fuji Heavy Industries (FHI), a comprehensive, multifaceted transport equipment manufacturer that develops a wide range of innovative products such as automobiles, aerospace, bus-manufacturing, house-prefabricating, industrial products and ecology systems.

Founded in 1955, Subaru has since grown to become one of the world's leading carmakers. In 1972, Subaru became the first in the world to market an All-Wheel Drive (AWD) passenger car and pioneered the market in Japan for high-performance station wagons by combining a turbo-charged engine with an AWD system. Subaru has improved its AWD system, to create a symmetrical AWD system that enables optimal driving pleasure and safety.

Subaru is well-known by motoring organizations worldwide for its engineering, design, functionality, safety and reliability. The Subaru range of vehicles includes the BRZ, Forester, Impreza, Legacy, Levorg, Outback, WRX, WRX STI and XV. Collectively, they have been known to be "driver's cars" offering superb handling because of the core technologies, such as the Symmetrical All-Wheel Drive and Subaru Boxer, built into every model. [www.subaru-global.com](http://www.subaru-global.com)