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Subaru to Offer SiriusXM on All Models Beginning with Model Year 2012 Vehicles

All model year 2012 Legacy and Outback Limited models will come standard with satellite radio from SiriusXM

All model year 2012 Impreza and Forester models equipped with an all-new factory navigation system will also come standard with SiriusXM satellite radio and NavTraffic service

NEW YORK, Oct. 4, 2011 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) and Subaru of America today announced that Subaru will offer satellite radio on all models beginning with 2012 model year vehicles. Additionally, all 2012 model year Legacy and Outback Limited models will come standard with factory-installed satellite radio.

(Logo: <https://photos.prnewswire.com/prnh/20101019/NY84997LOGO>)

All Subaru customers purchasing new satellite radio-equipped vehicles will automatically receive a 4-month trial subscription to the XM Select package which includes more than 130 channels of commercial-free music, premier sports, news, talk and comedy from SiriusXM.

In addition, customers purchasing Impreza and Forester models equipped with the all-new factory navigation system will also automatically receive a 4-month trial subscription to SiriusXM satellite radio and NavTraffic services. Drivers and passengers using NavTraffic from SiriusXM will have access to detailed traffic information and incident data regarding construction, road closures and accidents so that they can determine traffic speed and estimate travel time along their route. Subaru's all-new navigation system uses data to re-route drivers around traffic incidents so they get to their destination.

"Subaru is very pleased to offer our customers entertainment and data services from SiriusXM," said Thomas J. Doll, Executive Vice President, Chief Operating Officer, Subaru of America. "SiriusXM satellite radio and NavTraffic bring value to our vehicles and also benefit the adventurous, outdoor lifestyle of our customers. The feature has proven to be quite popular on our fast-selling 2011 Legacy and Outback models, so it made sense to expand availability to more Subaru customers."

"We are thrilled that Subaru sees the value of SiriusXM and is increasing the availability of satellite radio and data services in their vehicles," said Larry Pesce, Group Vice President and General Manager, Information and Advanced Audio Services, SiriusXM. "Now, even more Subaru drivers will be able to choose the perfect soundtrack for every road trip and plan how to get to their destinations safely and quickly."

Subaru expects SiriusXM satellite radio to become standard equipment on additional trim levels and models in upcoming model years.

For more information on SiriusXM, please visit www.siriusxm.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 Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information, visit www.subaru.com.

Follow the Subaru of America Facebook page and subaru_usa on Twitter.

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About Sirius XM Radio

[Sirius XM Radio](#) is America's satellite radio company. SiriusXM broadcasts more than [135 satellite radio channels](#) of [commercial-free music](#), and [premier sports](#), [news](#), [talk](#), [entertainment](#), [traffic](#), [weather](#), and data services to over 21 million subscribers. SiriusXM offers an array of content from many of the biggest names in entertainment, as well as from professional sports leagues, major colleges, and national news and talk providers.

SiriusXM programming is available on more than 800 devices, including pre-installed and after-market radios in cars, trucks, boats and aircraft, [smartphones](#) and [mobile devices](#), and consumer electronics products for [homes](#) and [offices](#). SiriusXM programming is also available at siriusxm.com, and on [Apple](#), [BlackBerry](#) and [Android](#)-powered mobile devices.

SiriusXM has arrangements with every major [automaker](#) and its radio products are available for sale at shop.siriusxm.com as well as retail locations nationwide.

This communication contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about future financial and operating results, our plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "will likely result," "are expected to," "will continue," "is anticipated," "estimated," "intend," "plan," "projection," "outlook" or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of our management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. Actual results may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results to differ materially from the

anticipated results or other expectations expressed in the forward-looking statement: our competitive position versus other forms of audio and video entertainment; our ability to retain subscribers and maintain our average monthly revenue per subscriber; our dependence upon automakers and other third parties; our substantial indebtedness; and the useful life of our satellites, which, in most cases, are not insured. Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our Annual Report on Form 10-K for the year ended December 31, 2010, which is filed with the Securities and Exchange Commission (the "SEC") and available at the SEC's Internet site (<http://www.sec.gov>). The information set forth herein speaks only as of the date hereof, and we disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication.

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