

ATTENTION:

- GENERAL MANAGER
- PARTS MANAGER
- CLAIMS PERSONNEL
- SERVICE MANAGER

IMPORTANT - All Service Personnel Should Read and Initial in the boxes provided, right.

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QUALITY DRIVEN® SERVICE

SERVICE PROGRAM BULLETIN

APPLICABILITY: 2011-12MY All Models
2013MY BRZ

SUBJECT: Engine Control Module (ECM) Reprogramming

NUMBER: WQC-39

DATE: October 2012

REVISED: 11/30/2012

This Campaign only applies to vehicles with motor vehicle registration in the States of California, Connecticut, Maine, Maryland, Massachusetts, New Jersey, New York, Oregon, Pennsylvania, Rhode Island, Vermont and Washington.

INTRODUCTION

Subaru of America, Inc. has determined that vehicles affected by this Service Program require ECM reprogramming.

A modification to the Engine Control Module software has been developed to correct a deficiency in the OBDII system thermostat monitoring logic. This software change will not adversely affect fuel economy or performance.

AFFECTED VEHICLES

- 2011-2012MY All Models
- 2013MY BRZ

Affected vehicles are identified in the VIN range chart below. **NOTE: Not all vehicles in the VIN ranges are affected. Prior to performing repairs, confirm coverage by using the Vehicle Coverage Inquiry function at Subarunet.com.**

| | Model | From | To |
|--------|-----------------------|----------|----------|
| 2011MY | Legacy | B*254245 | B*265232 |
| | Outback | B*423727 | B*448288 |
| | Impreza Sedan 2.5L NA | B*520687 | B*523840 |
| | Impreza Sedan WRX/STI | B*520685 | B*525817 |
| | Impreza Wagon 2.5L NA | B*827372 | B*832328 |
| | Impreza Wagon WRX/STI | B*827460 | B*833713 |
| | Forester | B*761277 | B*783898 |
| | Tribeca | B*402959 | B*403682 |

* Various Characters may occupy this position

Continued...

| | Model | From | To |
|--------|-----------------------|-------------|-----------|
| 2012MY | Legacy | C*002025 | C*043549 |
| | Outback | C*200013 | C*303706 |
| | Impreza Sedan 2.0L NA | C*002004 | C*031254 |
| | Impreza Sedan WRX/STI | C*002100 | C*031281 |
| | Impreza Wagon 2.0L NA | C*200002 | C*247529 |
| | Impreza Wagon WRX/STI | C*200094 | C*246471 |
| | Forester | C*400002 | C*470746 |
| | Tribeca | C*400038 | C*402637 |
| 2013MY | BRZ | D*600007 | D*603007 |

* Various Characters may occupy this position

OWNER NOTIFICATION

SOA will prepare and mail Owner Notification Letters to owners of affected vehicles according to the following schedule:

| Model Year | Vehicle | Engine | Date |
|-------------------|------------------|---------------|-------------|
| 2011 | Legacy & Outback | 2.5L NA | 10/31/12 |
| | | 2.5L Turbo | 12/17/12 |
| | | 3.6L NA | 10/31/12 |
| | Tribeca | 3.6L NA | 12/17/12 |
| | Impreza | 2.5L NA | 12/17/12 |
| | Impreza WRX | 2.5L Turbo | 12/17/12 |
| | Impreza STI | 2.5L Turbo | 12/17/12 |
| | Forester | 2.5L NA | 12/17/12 |
| | | 2.5L Turbo | 12/17/12 |
| 2012 | Legacy & Outback | 2.5L NA | 11/19/12 |
| | | 2.5L Turbo | 12/17/12 |
| | | 3.6L NA | 12/17/12 |
| | Tribeca | 3.6L NA | 12/17/12 |
| | Impreza | 2.0L NA | 10/31/12 |
| | Impreza WRX | 2.5L Turbo | 12/17/12 |
| | Impreza STI | 2.5L Turbo | 12/17/12 |
| | Forester | 2.5L NA | 12/17/12 |
| 2.5L Turbo | | 12/17/12 | |
| 2013 | BRZ | 2.0L NA | 12/03/12 |

A copy of the owner notification letter is included at the end of this bulletin.

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DEALER PROGRAM RESPONSIBILITY

Dealers are to promptly perform the applicable service procedures defined in this bulletin to correct all affected vehicles in their inventory (new, used, demo). Additionally, whenever a vehicle subject to this Service Program is taken into dealer new or used inventory, or is in the dealership for service, necessary steps should be taken to ensure the Service Program correction has been made before selling or releasing the vehicle.

New or used vehicles listed in a Service Program that are in dealer stock must be:

- Immediately identified.
- Tagged or otherwise marked to prevent their delivery or use prior to repair.
- Repaired in accordance with the repair procedures outlined in this Service Program Bulletin.

PARTS INFORMATION

No repair parts are needed to perform this procedure.

SPECIAL TOOLS

Vehicle ECM reprogramming will require the following:

Subaru Diagnostic System (SDS)

- SDS Toughbook
- Subaru Select Monitor III (SSMIII Application Software)
- Subaru Diagnostic Interface Box (SDI)
- USB Data Link Cable and Reprogramming Cable.

Note: If you require assistance with using the Subaru Diagnostic System (SDS), use the “Help” function icon, which will allow you to access the tutorial information.

SERVICE PROCEDURE

This service procedure will involve reprogramming the ECM with an updated PAK file to correct the deficiency in the OBDII system thermostat monitoring logic.

1. ECM Reprogramming Instructions

1. Verify the status of the “CHECK ENGINE” malfunction indicator light (MIL) located on the vehicle’s instrument cluster.
2. If no malfunction is indicated, reprogram the ECM.
3. If a malfunction is indicated by the MIL remaining continually “on” or “flashing”, diagnose the cause and perform any necessary repairs. Once repairs have been completed, clear all codes and reprogram the ECM.

Note: In the event the cause of the check engine light illumination is not covered by applicable warranties, the cost of repairs is the vehicle owner’s responsibility. Under no circumstances should the ECM be reprogrammed until corrections have been made.

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Important reminders about reprogramming the ECM on all vehicles:

- Follow ECM reprogramming procedures and precautions found in the applicable Subaru service manual.
- Start the engine and allow it to run until base idle speed is achieved. The reprogramming procedure must be performed within 1 hour.
- Should the ECM become inoperative or un-responsive while performing the reprogramming procedure, disconnect both the positive (+) and negative (-) battery terminals for at least 2 or more seconds. Touch the cable ends together for a few moments. Re-connect the terminals to the battery. Begin the normal reprogramming procedure for a second attempt.

Confirm your SSM III contains the applicable SSMIII Flashwrite File Update which includes the following reprogramming PAK files.

Version Numbers

- Software: 1.35.49.7 or higher
- Interface Box: 1.7.6 or higher
- Interface Box CF Card: 1.7.0 or higher

The following chart indicates the applicable PAK files and date available.

| Model Year | Vehicle | Engine | Transmission | New ECM/Pack File Part Number | Date Available |
|-------------------------|------------------|-------------------------|----------------|-------------------------------|----------------|
| 2011 | Legacy & Outback | 2.5L NA CA Spec. PZEV | CVT | 22765AC93E.pak | Released |
| | | | 6MT | 22765AC92D.pak | Released |
| | | 2.5L Turbo CA/FED Spec. | 6MT | 22765AC96C.pak | Released |
| | | 3.6L NA CA Spec. | 5AT | 22765AC97C.pak | Released |
| | Tribeca | 3.6L NA CA/FED Spec. | 5AT | 22765AB32D.pak | Released |
| | Impreza | 2.5L NA CA/FED Spec. | 4AT | 22765AD012.pak | Released |
| | | | 5MT | 22765AD002.pak | Released |
| | Impreza WRX | 2.5L Turbo CA/FED Spec. | 5MT | 22765AD023.pak | Released |
| | Impreza STI | 2.5L Turbo CA/FED Spec. | 6MT | 22765AD033.pak | Released |
| | Forester | 2.5L NA CA Spec. | 4AT | 22765AB406.pak | Released |
| 5MT | | | 22765AB416.pak | Released | |
| 2.5L Turbo CA/FED Spec. | | 4AT | 22765AB284.pak | Released | |

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| 2012 | Legacy & Outback | 2.5L NA CA Spec. PZEV | CVT | 22765AC66C.pak | Released |
| | | | 6MT | 22765AC65D.pak | Released |
| | | 2.5L Turbo CA/FED Spec | 6MT | 22765AD30B.pak | Released |
| | | | 3.6L NA CA Spec. | 5AT | 22765AC68C.pak |
| | Tribeca | 3.6L NA CA/FED Spec. | 5AT | 22765AD47C.pak | Released |
| | Impreza | 2.0L NA CA Spec. | CVT | 22765AC423.pak | Released |
| | | | 5MT | 22765AC403.pak | Released |
| | Impreza WRX | 2.5L Turbo CA/FED Spec. | 5MT | 22765AC733.pak | Released |
| | Impreza STI | 2.5L Turbo CA/FED Spec. | 6MT | 22765AC743.pak | Released |
| | Forester | 2.5L NA CA Spec. | 4AT | 22765AD393.pak | Released |
| 5MT | | | 22765AD403.pak | Released | |
| | | 2.5L Turbo CA/FED Spec. | 4AT | 22765AD442.pak | Released |
| 2013 | BRZ | 2.0L NA CA/FED Spec. | 6AT | 22765AC802.pak | Released |
| | | | 6MT | 22765AC812.pak | Released |

STATE EMISSION TESTING ADVISORY

After ECM reprogramming, the OBD system's readiness code monitors will set to "incomplete". Normally, the vehicle needs to be driven under a variety of conditions before the readiness code monitors will indicate "complete". (See State I/M Program Advisory Bulletin number 11-120-12, dated date 9-20-2012 for details.)

SERVICE PROGRAM IDENTIFICATION LABEL

Type or print the necessary information on a Service Program identification label. The completed label should be attached to the vehicle's upper radiator support.

Additional labels are available through the Subaru Claims Helpline at 1-866-782-2782.

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| SUBARU |
| Campaign Code |
| WQC-39 |
| COMPLETED |
| DIST./DEALER NO. |
| SERIAL NO. |
| DO NOT REMOVE |

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CALIFORNIA “VEHICLE EMISSION RECALL - PROOF OF CORRECTION” CERTIFICATE

The California Air Resources Board and the Department of Motor Vehicles Registration/ Recall Program requires that all emission related Recall/Campaign or Service Program repairs be completed before a vehicle registration is renewed. Please provide owners of vehicles registered in the state of California a completed “Vehicle Emission Recall - Proof of Correction” certificate. Vehicle owners should be advised to retain this certificate because the California Department of Motor Vehicles may require they provide proof this service program repair has been completed.

Additional certificates are available through the Subaru Claims Helpline at 1-866-782-2782.

| Vehicle Emission Recall - Proof of Correction | | | | |
|--|-----------------------------------|------------------------------|---------------|-------------------------------|
| License Number | Make | Year Model | Body Type | Vehicle Identification Number |
| | | | | |
| Manufacturer | | | Recall Number | |
| The above described vehicle has been repaired, modified and/or equipped with new emission control devices to meet applicable California Emission Control Laws. | | | | |
| Dealer's Name | | Address, City, State and Zip | | |
| | | | | |
| Date | Dealership's Authorized Signature | | | |
| | X | | | |
| Return this certificate to DMV <u>only</u> when required - otherwise retain for your records. | | | | |

CLAIM REIMBURSEMENT AND ENTRY PROCEDURES

Credit to perform this service program will be based on the submission of properly completed repair order information. Dealers may submit claims through Vehicle Claim Entry on Subarunet.com.

| CLAIM TYPE & CAMPAIGN CODE | LABOR | LABOR OPERATION |
|----------------------------|-------------------------------|-----------------|
| RC | WQC-39 145-583 0.4 hrs. | Reprogram ECM. |

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OWNER NOTIFICATION LETTER

Subaru of America, Inc.
Subaru Plaza
P.O. Box 6000
Cherry Hill, NJ 08034-6000
www.subaru.com

Service Program WQC-39
Engine Control Module Reprogramming
Vehicles Registered in the States of
CA, CT, MA, MD, ME, NJ, NY, OR, PA, RI, VT, WA
October 2012

Dear Subaru Owner:

We would like to thank you for your selection of a Subaru vehicle. At Subaru, we take pride in our products and are committed to your continued satisfaction.

Subaru has developed a modification to the Engine Control Module software logic to improve the monitoring parameters within the On-Board Diagnostic (OBDII) system for the engine coolant thermostat. This correction ensures that should there be an abnormal condition (i.e., the engine coolant does not reach or maintain the proper operating temperature), the “check engine light” will illuminate. The proper illumination of the “check engine light” is needed to alert you that corrective action may be required.

This software change has no effect on fuel economy or vehicle performance.

WHAT WE ARE ASKING YOU TO DO PROMPTLY

We ask that you schedule an appointment with your Subaru Dealer as soon as possible to have your vehicle’s Engine Control Module software reprogrammed. This will take approximately 30 minutes to complete. However, it may be necessary for you to leave your car longer on the day of your appointment to allow your dealer flexibility in scheduling. Your Subaru dealer will perform this modification at no cost to you.

Please present this letter to your Subaru Dealer on the day of your service appointment.

CALIFORNIA REGISTERED OWNERS

The California Air Resources Board requires that emission related campaigns be completed prior to California’s vehicle registration renewal process; without this repair, you will not be able to register your vehicle during your next annual registration. Upon completion of this campaign, your California dealer will complete and provide you a “Proof of Correction Certificate.” If required, present the certificate to the California Department of Motor Vehicles (the “DMV”) when renewing your California registration as proof of campaign completion. If the DMV does not request the certificate, we recommend that you keep it for your records.

In addition, the State of California requires that every vehicle must pass an emission test (SMOG Check) every two years and before it is sold. Without the service we are providing at no charge, your vehicle may not pass this test.

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CHANGED YOUR ADDRESS OR SOLD YOUR SUBARU?

If you have changed your address, or if you have sold your Subaru, please complete the enclosed prepaid postcard and mail it to us.

IF YOU NEED FURTHER ASSISTANCE

To locate the nearest Subaru Dealer you can access our website at www.subaru.com and select "Find a Dealer".

For additional information and the most Frequently Asked Questions, please go to:

- <http://www.wqc39.service-campaign.com>

If you need additional assistance, please contact us directly:

- Telephone: 1-800-SUBARU3 (1-800-782-2783)
Monday through Thursday between 7:30 a.m. and 8:00 p.m. ET
Friday between 10:30 a.m. and 5:00 p.m. ET
Saturday between 9:00 a.m. and 3:30 p.m. ET
- E-mail: Go to www.subaru.com and select "Contact Us".
- U.S. Postal mail: Write us at Subaru of America, Inc., Attn: CDS Department,
P.O. Box 6000, Cherry Hill, NJ 08034-6000.

Please contact us immediately if the dealer fails or is unable to make the necessary repairs free of charge.

Your continued satisfaction with Subaru is important to us. This update is intended to ensure your vehicle's optimal performance. We appreciate your understanding in this matter and regret any inconvenience this may cause you.

Sincerely,
Subaru of America, Inc.

Notice to Lessors

Under Federal law the lessor of a vehicle who receives this letter must provide a copy of it to the vehicle lessee(s) within 10 business days from receipt. The lessor must also keep a record of the lessee(s) to whom this letter is sent, the date sent, and the applicable vehicle identification number (VIN). (For the purposes of this section, a lessor means a person or entity that in the last twelve months prior to the date of this notification has been the owner, as referenced on the vehicle's title, of any five or more leased vehicles. A leased vehicle is a vehicle leased to another person for a term of at least four months.)

A subsidiary of Fuji Heavy Industries Ltd.

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