



TO: SDC EST CEN WST

FROM: Subaru of America, Inc.

DEPARTMENT: Product Management, Sales Training & Service

DATE: 12/20/2013

CATEGORY: Navigation Hardware Replacement Program (Aha upgrade) - **DEADLINE EXTENDED**

Subaru owners of 2013MY Legacy or 2013MY Outback vehicles equipped with factory navigation manufactured before the running production change which added Aha Radio application display capability (vehicles produced before January 18, 2013) are eligible to update their navigation system hardware (head unit) at a Subaru retailer from **now until the March 31, 2014**.

This update will permit access to Aha Radio content on the customer's navigation screen, which is an internet-based application to their favorite content on the web that can be organized into personalized, live, on-demand stations that can be taken with you wherever you go through a smartphone application. When paired with a smartphone equipped with the Aha Radio application installed on it, the Aha Radio application content may be accessed using an integrated interface in the Subaru updated navigation system. Note: Only Android OS and iOS (Apple) smartphone devices are supported in this program. Aha is not compatible with Blackberry or Windows phones.

Here are the program details:

- SOA will send an email and printed letter to each applicable owner (2013 Legacy/Outback navigation-equipped vehicles sold that were produced prior to January 18, 2013), notifying them of the program, with instructions to contact their local or preferred retailer if they desire to participate and schedule a service appointment.
- The customer should verify that their vehicle was produced prior to January 18, 2013 by checking the certification label located at (see Attachment 1- item #4 below).
- The customer should also download the Aha Radio application from either iTunes (Apple iOS) or Google Play (Android OS), install and confirm the operation of the application on their device successfully.
- Finally, the customer should also confirm that their smartphone device successfully pairs with the current Subaru navigation unit in their vehicle via Bluetooth.
- At that time the customer should call their local or preferred Subaru retailer, and schedule a service appointment for the update.
- The retailer service department obtains the Aha Upgrade Instructions and the Fujitsu Ten Exchange Form via Subarunet >> Service >> Forms >> Exchange Forms. The retailer follows the instructions to submit for a replacement navigation system from Fujitsu-Ten. Fujitsu-Ten will ship the unit to the retailer within 24 hours of receipt. At the same time the retailer must order in one (1) copy of the Aha Owner's Manual Booklet. (Part # MSA5M1319A 2013 Legacy/Outback Navigation System Supplement Owner's Manual)

- The cost to the customer is \$100 MSRP (plus applicable sales tax) for parts and labor. SOA will compensate the retailer for the replacement of the navigation head unit at a pre-determined rate. See Subarunet >> Service >> Forms >> Exchange Forms/Aha Upgrade Instructions for full details on retailer reimbursement.
- At the delivery of the now updated vehicle back to the customer, the retailer service advisor should provide the customer one (1) copy of the Aha Owner's Manual Booklet. (Part # MSA5M1319A 2013 Legacy & Outback Navigation System Supplement Owner's Manual)
- The Service Advisor should confirm that the customer has installed the Aha Radio application on their smartphone at the time of service. The phone will then need to be paired to the new, updated navigation system as outlined for the use of Aha Radio, and the customer must register & log into the Aha Radio application (setting an email and password) before the Aha button is selected from the navigation system's menu. It should be noted that access to other accounts through the Aha application, such as those for Facebook, Twitter, or Slacker applications require that those accounts be logged into by the customer through the Aha application as well. As with any Bluetooth streaming audio application, the customer should be made aware that data charges from their carrier will apply, and excessive use of the application may cause them to exceed their data plan limit if not monitored.

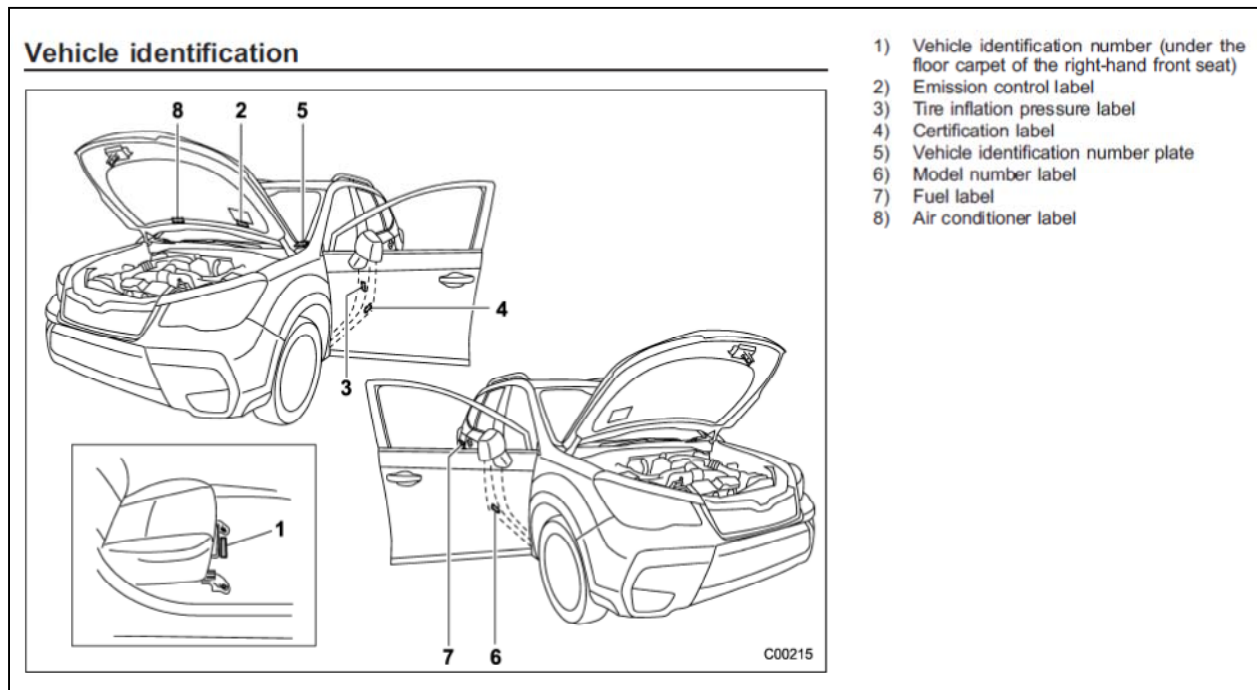
The STARLINK/Aha navigation system upgrade program will run from April 2013 through March 31, 2014 (Note: The deadline has been extended from original information release). For any additional questions regarding this update program, or the STARLINK/Aha software and how it works, refer to <http://www.subaru.com/owners/resource-center/electronics-audio/aha-radio/index.html> or <http://www.aharadio.com/>. For details on all current Aha Customer Satisfaction programs see Attachment 2 of this document

If you have additional questions, click here to review the Question/Answer document or contact your Subaru District Parts/Service Manager. Thank you,

Subaru of America, Inc.

Product Management, Sales Training & Service Teams

Attachment 1: Vehicle Build Date Identification (reference ID location #4 below):



Attachment 2: Summary of available customer satisfaction programs related to Aha navigation systems:

IMPORTANT NOTE the offers below only apply to those models equipped with <u>Subaru Factory Navigation Systems</u>				
Vehicle Model Year, Model and Production Date Information	Aha Included as Part of Factory Navigation System	Aha Available as Optional Upgrade for \$100	Customer Satisfaction SD Card Software Update Available	Comments
2014 Forester - Production Date PRIOR to June 20, 2013	YES	NO	YES	See STIS Service Bulletin 15-166-13R for part information
2014 Forester - Production Date June 20, 2013 and AFTER	YES	NO	NO	Software update already included June 20 Production and AFTER
2013 Legacy/ Outback - Production Date PRIOR to Jan 18, 2013	NO	YES	YES	CAUTION: The complementary SD Card Update MUST NEVER be installed in Navigation Units that DO NOT have Aha Attempting to install this software on a unit that is not Aha equipped may result in head unit damage or faulty operation Dealer is responsible to confirm the unit has Aha before attempting to install this software update.
2013 Legacy/ Outback - Production Date of Jan 18, 2013 and AFTER	YES	NO	YES	See STIS Service Bulletin 15-169-13 for part information
2014 Legacy/ Outback	YES	NO	NO	Software update already included from start of production
How to Order		Use FTEN Exchange Request Form- See Subarunet \ Service \ Forms for more details	Order from RDC using Kit Part Number from Service Bulletins found on STIS	See STIS Service Bulletin 15-166-13R for 2014 Forester SD Card Kit Part Number See STIS Service Bulletin 15-169-13 for 2013 Legacy/Outback SD Card Kit Part Number
Program Period		Through 3/31/2014	Through 3/31/2014	Note that Aha upgrade for Prior to Jan 18, 2013 Production Date 2013 Legacy/Outback has been extended from 12/31/2013 to 3/31/2014 due to exchange unit availability