



TO: SDC EST CEN WST

FROM: Subaru of America, Inc.

DEPARTMENT: Product Management & Service Departments

DATE: 3/22/2013

CATEGORY: Customer Satisfaction – Navigation Hardware Replacement Program (Aha upgrade)

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 at a Subaru dealer from now until the December 31, 2013.

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 dealer 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 illustration, #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 dealer, and schedule a service appointment for the update.
- The dealer service department obtains the Aha Upgrade Instructions and the Fujitsu Ten Exchange Form via Subarunet >> Service Forms. The dealer follows the instructions to submit for a replacement navigation system from Fujitsu-Ten. Fujitsu-Ten will ship the unit to the dealer within 24 hours of receipt. At the same time the dealer 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 dealer for the replacement of the navigation head unit at a pre-determined rate. See Subarunet \Service \Forms for full details on dealer reimbursement.
- At the delivery of the now updated vehicle back to the customer, the dealer 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 update program will run from April 2013 through December 31, 2013. 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/>.

If you have additional questions, please contact the Subaru Claims Helpline at 1-866-782-2782 (1-866-SUBARU2).

Thank you,

Subaru of America

Product Management, Sales Training & Service Teams

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

