



TO: Subaru Retailers
FROM: Subaru of America, Inc.
DEPARTMENT: Product Management & Service Departments
DATE: 11/13/2013
CATEGORY: Customer Satisfaction – Navigation SD Card Update Program

In appreciation for purchasing a Subaru vehicle **with navigation**, Subaru of America, Inc. (SOA) is offering owners of **2014MY Forester vehicles** manufactured before June 20, 2013, a complimentary Navigation SD Card update with free installation. Those owners will be receiving an [email](#) or [direct mailer](#) from SOA detailing that offer during the week of November 18, 2013.

The procedure is very straightforward. Customers' will need to schedule an appointment with their dealership to swap out the Navi SD Card located in the slot on the headunit, as this procedure requires that a fuse be removed to prevent damage to the headunit. The entire procedure is quick and easy, at roughly 20 minutes, and SD cards can be available within 7 days of placing the order.

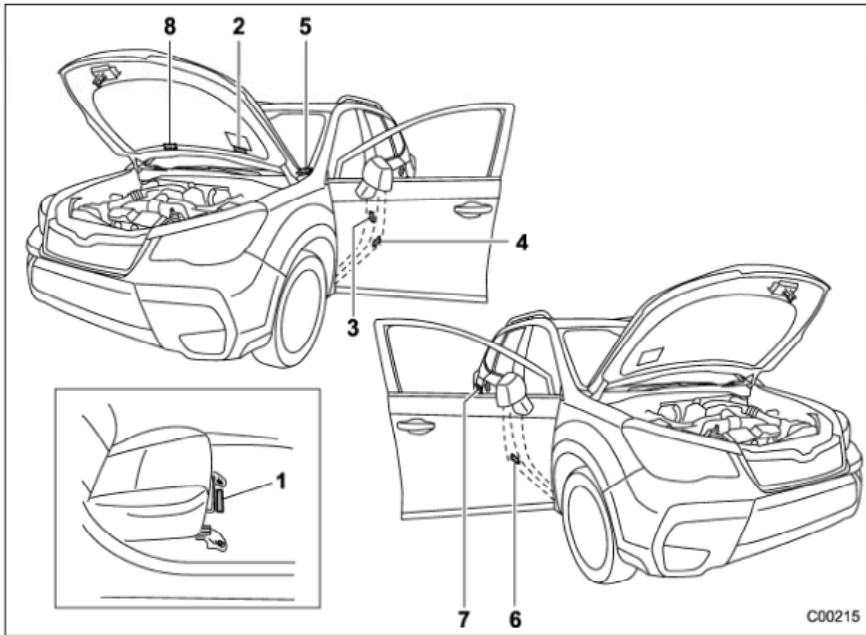
Refer to **Service Bulletin: 15-166-13R Customer Satisfaction – Navigation SD Card Update Program for 2014 Forester** found on STIS. Order the appropriate Update Kit part number as listed in the Service Bulletin just as you would any other part from your facing warehouse. Once received, set an appointment with the customer, and follow the Service Bulletin procedures to complete the installation of the new SD Card software/maps update

What specifically is being replaced when the Navi SD Card is upgraded? The navigation software itself in the car will be replaced with an updated version which has changes specifically designed to improve navigation functions and operations during daily driving. The improvements include following – and [click here for more program details and questions/answers](#):

- Navigation map screen has been cleaned up & simplified
- The timing of the Navigation turn announcement has been increased for earlier turn notification
- End-of-trip function & guidance has been simplified
- Easier menu operation
- Cancel trip and volume functions are now available on the main menu screen
- Navigation volume and audio volume are muted during incoming and outgoing phone calls
- Audio volume is reduced during navigation guidance
- Bluetooth menus for phones have been consolidated to improve ease of operation
- Some buttons have been made larger for ease of use
- Some fonts have been increased in size for ease of use

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

Vehicle identification



- 1) Vehicle identification number (under the floor carpet of the right-hand front seat)
- 2) Emission control label
- 3) Tire inflation pressure label
- 4) Certification label
- 5) Vehicle identification number plate
- 6) Model number label
- 7) Fuel label
- 8) Air conditioner label