

OWNER NOTIFICATION LETTER

IMPORTANT SAFETY RECALL

This notice applies to the VIN identified in the address section printed below.



Subaru of America, Inc
Subaru Plaza
PO Box 6000
Cherry Hill, NJ 08034-6000
800-782-2783
www.subaru.com

**Subaru Recall Campaign WQS-54
NHTSA Recall No. 15V-366
July 2015**

Dear Subaru Owner:

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act.

SUBARU OF AMERICA, INC. has decided that a defect, which relates to motor vehicle safety, exists in certain 2015 model year Legacy vehicles, 2015 model year Outback vehicles, 2015 model year Impreza vehicles, 2015 model year XV Crosstrek vehicles and 2016 model year WRX vehicles equipped with the EyeSight Driver Assist System.

You received this notice because our records indicate that you currently own one of these vehicles.

DESCRIPTION OF THE SAFETY DEFECT AND SAFETY HAZARD

In the event of a brake lamp switch failure, the automatic pre-collision braking feature of your vehicle's EyeSight Driver Assist System will not operate even though the "Obstacle Detected" warning will be displayed to alert the driver that a frontal collision may be imminent. If the driver does not manually apply the brake pedal, when appropriate, in response to the warning, there may be an increased risk of a crash, possibly resulting in personal injury or death.

Upon noticing the "Obstacle Detected" warning, the driver should manually apply the brake pedal, when appropriate, to safely stop the vehicle. THE BRAKES IN YOUR VEHICLE WILL CONTINUE TO OPERATE NORMALLY DESPITE THE UNAVAILABILITY OF AUTOMATIC PRE-COLLISION BRAKING.

REPAIR

Subaru will reprogram the EyeSight Driver Assist System in your vehicle at no cost to you.

WHAT YOU SHOULD DO

You should immediately contact your Subaru retailer (dealer) for an appointment to have the EyeSight Driver Assist System in your vehicle reprogrammed.

As a precaution, until this repair is performed, upon noticing the "Obstacle Detected" warning, you should manually apply the brake pedal to safely stop the vehicle. If you do not, the EyeSight Driver Assist System will not automatically apply the brakes for you.

You should also avoid using the EyeSight Driver Assist System's adaptive cruise control feature until this repair is performed. Adaptive cruise control will not automatically apply braking when the vehicle you are following reduces its speed. Instead it will operate in a manner similar to ordinary cruise control, requiring you to manually apply the brake pedal to ensure that there is sufficient following distance.

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HOW LONG WILL THE REPAIR TAKE?

The time to reprogram the EyeSight Driver Assist System is approximately 25 minutes. However, it may be necessary to leave your vehicle for a longer period of time on the day of your scheduled appointment to allow your Subaru retailer flexibility in scheduling. Please present this letter to your Subaru retailer at the time this repair procedure is performed.

CHANGED YOUR ADDRESS OR SOLD YOUR SUBARU?

If you have moved or sold your vehicle, please complete the enclosed prepaid postcard and mail it to us. Or if you prefer to update this information online, please go to www.subaru.com, select 'Customer Support,' then select 'Address Update' or 'Ownership Update' from the drop down menu.

IF YOU NEED FURTHER ASSISTANCE:

To locate the nearest Subaru retailer you can access our website at www.subaru.com and select 'Find a Retailer.'

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

- <http://www.wqs54.service-campaign.com>

If you need additional assistance, please contact us directly:

- By e-mail: Go to www.subaru.com and select "Contact Us"
- By 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
- By U.S. Postal mail: Write us at Subaru of America, Inc., Attn: Customer-Retailer Services Department, P.O. Box 6000, Cherry Hill, NJ 08034-6000

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

You may also contact the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave. SE, West Building, Washington, DC 20590 or call the toll free Auto Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153) or go to <http://www.safercar.gov> if you believe the Subaru retailer has failed or is unable to remedy your vehicle without charge within a reasonable amount of time.

Your continued satisfaction with your Subaru is important to us. Please understand that we have taken this action in the interest of your safety and your vehicle's proper operation. We sincerely apologize for any inconvenience this matter may cause and urge you to schedule an appointment as soon as possible to have this repair performed.

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.