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Subaru Selects Aha to Deliver Web Content Safely to Drivers Through the Radio

- Future Subaru vehicles will have optional web-enabled infotainment systems integrated with Aha -

LAS VEGAS--(BUSINESS WIRE)-- [Subaru of America, Inc.](#) and [Aha™ by HARMAN](#), the first interactive platform that makes web content safe for drivers, have announced a partnership that will use the Aha platform to seamlessly bring Web-based content into Subaru vehicles, letting drivers interact with Web-based content right through their radios. Subaru is one of the first automotive manufacturers to integrate Aha's service into its vehicles.

Aha is powering the Web-connected "fourth band" of radio, alongside AM, FM, and satellite radio. Offered on future models, Subaru owners will have instant access to tens of thousands of stations of Web-based content such as: on-demand music from MOG® and Rhapsody®; Internet radio from SHOUTcast Radio, CBS RADIO™ and Slacker®; live news; the latest information, news and entertainment podcasts from NPR® and others; free audio books; personalized traffic reports; Facebook® and Twitter® newsfeeds; personalized restaurant recommendations from Yelp®; and much more. Aha will be easily accessed through the Subaru's optional in-car radio/infotainment system. Aha's app for iPhone® integrates with the vehicle, allowing Subaru owners to enjoy Aha while driving. In early 2012, Aha will launch an Android app, which will also integrate with future Subaru vehicles. Users will be able to customize their Aha stations from their iPhone, Android device, or the Web.

"Smartphone activity is at an all-time high and the consumer is looking for a safe interface to interact with the content in their vehicle. Subaru has been evaluating connected car solutions for some time, and Aha is the first product that meets our criteria for safety, great design, and broad content options that can be personalized for each driver," said David Sullivan, Car Line Manager, Subaru of America, Inc. "Without having to touch their smartphone, Subaru drivers will safely be able to access content like traffic, nearby restaurant information, music, and a growing wealth of web-based information now available through their Subaru optional infotainment system integrated with Aha."

"Buyers of new Subaru cars will be able to enjoy their favorite Internet content on-demand just as safely as selecting a radio station thanks to Aha," said Robert Acker, HARMAN VP and General Manager of Aha. "We have built a cloud-based platform that will be continuously updated in the future, so as the Web changes and new services emerge, Subaru drivers will always have access to the most up-to-date content through Aha. With an Aha-enabled radio at their fingertips, Subaru drivers will be among the most well-connected drivers on the road."

At the 2012 Consumer Electronics Show, booth # CP32 located in the CES central plaza, Aha and Subaru will demonstrate a concept implementation of the integration in a production 2013 Subaru BRZ. Media who would like to schedule a live demo can email press@aharadio.com to book an appointment.

Aha is currently available in aftermarket head units and as a [free app](#) for iPhone. Aha will soon update its iPhone app to include even more stations and content, and will also launch its app for Android™ smartphones. Aha is currently working with additional automotive and consumer electronics manufacturers on multiple integrations that will launch throughout the year.

Aha is a part of HARMAN International (NYSE: HAR) the premium global audio and infotainment group. For logos, product videos and more, visit Aha's [online press room](#).

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About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit www.subaru.com.

About Aha by HARMAN

Aha, a unit of HARMAN International Industries, is the first interactive platform that makes web content safe for drivers. Aha organizes content from the Web into personalized, live and on-demand radio stations that consumers can listen to from anywhere -- at home, on the go, or safely from the driver's seat. Aha has won new business with five premium car manufacturers to implement consumer services based on its cloud-based platform. The Aha Platform and Service was started in 2008 by a group of web and multimedia veterans with a shared passion for delivering an "always-on" audio experience to connect drivers to the content they really want. HARMAN, the company that designs, manufactures and markets a wide range of audio and infotainment solutions for the automotive, consumer and professional markets, acquired Aha in September 2010. For more information, visit www.aharadio.com.

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