

The Magazine for Canadian Subaru Owners

SIX

STAR MAGAZINE

Winter 2008/2009



MUSEUMS OF MODERN MYSTERY

Where life begins
and has no end

WHAT THE HECK IS A PZEV?

Under the hood of
Subaru's Partial Zero
Emission Vehicles

'09 FORESTER

A bold new direction



Japanese SUVs just got a little sexier.
Clearly, we couldn't make the new Forester any sexier if we tried. But its beauty isn't only skin deep. Wrapped within its hot and heavy design, you'll find symmetrical full-time All-Wheel Drive, a horizontally-opposed SUBARU BOXER engine, and enough legroom to house even the largest of passengers. Visit sexySubaru.ca



Introducing the all-new, totally redesigned 2009 Subaru Forester.



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Katsuhiro Yokoyama
President and CEO, Subaru Canada

Photo: Altas Minkevicius

If someone were to ask me what inspires all aspects of our business – from our dynamic product development division in Japan to our strong and responsive team members at Subaru Canada and throughout our Dealer network – it would be our ongoing quest to deliver a distinctive Subaru experience for our customers, employees and community.

Like our customers, we pride ourselves on being a little curious, youthful of spirit and prone to take the path less traveled. These traits have enabled us to drive innovation, take bold steps and deliver the right vehicles to like-minded people. These vehicles are exceptionally fun-to-drive and feature innovative engineering, all-weather/all-road versatility and top-notch safety standards. Armed with all these advances, Subaru vehicles are quickly forging a reputation for creating a tremendous amount of driving confidence.

Delivering such products is a top priority, but so too is ensuring that our customers experience a high level of satisfaction at all times. We strive to support a personable, efficient and reputable Dealer network. We also support a responsible and holistic approach to the environment, a philosophy that takes into

account all our business practices and the entire lifecycle of all our products.

This way of doing business proves that we are committed to making your experiences as a Subaru customer better now and in the future.

At Subaru, we often find ourselves going our own way... when we feel it's the right way. So this issue of *Six Star* is dedicated to this theme and the articles contained herein speak to being bold and innovative in all aspects of life.

The stories on our dynamic new Forester, highly-anticipated 6-cylinder Legacy 3.0R Limited or no-compromise, eco-friendly alternative Subaru PZEV all reflect this approach. So, too, does the article on the new Subaru Impreza line; this fan favourite has a spirited rally heritage pumping through its veins and the 2009 model year brings surprises and even more driving pleasure.

Other special features found in these pages include a collection of fascinating museums that are sure to pique your interest and an intriguing spotlight on Josh Freed, a true Canadian trailblazer in literature and film. So sit back and enjoy this issue of *Six Star*; like all our vehicles, it was designed with you in mind.

RETURN OF THE RALLY CHAMPIONS

Photo: Warwick Patterson



Photo: Cathy Cole

Photo: Warwick Patterson

Photo: Cathy Cole

This year marked Subaru Canada's return to rallying in Canada after a three-year hiatus. And what a return it was!

Subaru Canada enlisted multi-time Canadian and North American rally champion Patrick Richard to return to the driver's seat and compete in the 2008 Canadian National Rally Championship Series. Subaru Canada also partnered with Richard's performance race shop, Rocket Rally Racing, to build two new 2008 WRX STI race cars.

Working around the clock, the team finished the first car just in time for the Rocky Mountain Rally in Calgary in May. The hard work paid off as the team built a new 2008 Subaru Impreza WRX STI that proved both stunning and powerful. Richard and co-driver Alan Ockwell gave the car the best possible debut, taking home first-place honours.

Since then the dynamic duo has competed with the new Subaru rally car in the four remaining events on the national circuit, taking home top points at one and

winning the other three rallies outright.

These impressive results have added up to earn Richard the Canadian Rally Drivers' Championship for the third time and Ockwell his first-ever Canadian Rally Championship for Co-Drivers. But the good news doesn't end there, Subaru Canada also won the Overall Manufacturer's Championship for 2008.

With such an exciting season now over, Subaru Rally Team Canada is poised for another thrilling performance once the new season kicks off in February 2009. Check out www.carsrally.ca for more info.

TARGA THE ULTIMATE MOTORSPORT ADVENTURE

Targa Newfoundland is billed as the "Ultimate Motorsport Adventure" and Subaru Canada's second new rally car started its racing career on the tarmac in September at the seventh annual running of Targa Newfoundland.

The brother team of John and Clarke Paynter debuted the 2008 Subaru WRX STI and decisively drove their way to first place in the challenging Modern Modified division. They also took fifth place overall in an event that saw some very tough competition from cars of all makes, models and modifications. Mike Davenport, our

Subaru Dealer from Orillia, Ontario, also got in on the action this year, piloting his 1997 Subaru SVX in his first ever Targa.

Targa Newfoundland is a 2,200 km tarmac rally that takes place over five days and covers much of the central and eastern portion of the province of Newfoundland. It winds its way through many of the small communities that dot the magnificent coastline and gives drivers who enter and drive these windy roads the thrill of a lifetime. Many come back year after year, saying it's the best race they've ever driven.

If you've never had a chance to see Targa and you can't make the trip out east, be sure to check your local listings in the New Year; Targa 2008 will air on *TSN* and *Speed* channels in early 2009.

Visit www.targanewfoundland.com for more information.



Photos: Cathy Cole

IRONMAN CANADA UPDATE

This year marked the beginning of the second quarter century of Subaru Ironman Canada and Subaru Canada is proud to be the title sponsor. The event takes place in Penticton in the heart of the beautiful Okanagan Valley in British Columbia and is known as one of the most picturesque and challenging Ironman events in the world.

This year's race took place under cloudy skies that threatened rain all day. By late afternoon, the ominous skies delivered on their threat with a steady downpour and the majority of the athletes who finished that day ended up wet, but triumphant.

The win went to Bryan Rhodes from New Zealand in a time of 8:30:12, and to Belinda Granger from Australia in 9:17:58. Coming off a year-long foot injury and competing with a chest infection, Subaru's own Lisa Bentley, 11-time Ironman Champion, came home fifth in 9:42:37. For more information, check out the website at www.ironman.ca.

Photos: Cathy Cole



SUBARU SUPPORTS CSIA MEMBERS

Subaru Canada is proud to lend our support to the Canadian Ski Instructor Alliance (CSIA), a globally recognized organization that sets the industry standard for ski instruction. CSIA's mandate is to train and certify ski instructors across Canada through a four-tiered certification program. This program is designed to develop the highest quality of professional instructors for snow schools across the country, and thereby promote the safe participation in a sport cherished by Canadians nationwide. To learn more visit www.snowpro.com/csia/e.

SWINGING FOR THE CAUSE

For the second consecutive year, Subaru Canada has teamed up with the Women's Division of the Royal Canadian Golf Association (RCGA) and was the presenting sponsor of Golf Fore the Cure, a national fund-raising program that raises money for breast cancer research.

Golf For the Cure represents the chance for volunteers across the country

to help raise money and assist in a very worthy cause that is close to many Canadian women. With 14,000 fired up participants from coast-to-coast – all determined to make a difference on and off the green – this program raised over \$650,000 towards the fight against breast cancer this year alone.

Golf Fore the Cure is an inspiring program that is designed to allow women of all skill levels to participate in the cause and to get out and enjoy the sport with old friends and new friends alike. To learn more please visit www.rcgagolfforethecure.ca.



Royal Canadian Golf Association

GOLF fore the CURE

THE SUBARU FAMILY OF TRIATHLONS KEEPS ON GROWING



In 2008, Subaru Canada added two new members to its expanding triathlon family. This year, we welcomed the brand new Subaru Ironman Muskoka 70.3. It's a half Ironman distance race and the inaugural event took place on Sunday, September 14 at the beautiful Deerhurst Resort in Huntsville, Ontario.

Over 1,700 athletes raced at the sold-out event that took place in the rain that fell on the heels of hurricane Ike. But rain didn't dampen the spirits of the athletes who swam, biked and ran their way across the finish line. The win went to Craig Alexander from Australia in 4:10:31 and Joanna Zeiger from Colorado in 4:37:04. Subaru's Lisa Bentley came home in fifth place with a time of 4:52:21.

The second new addition to our family is the Subaru East Coast Triathlon Series, an expanding nine-race series in New Brunswick. As the popularity and growth of triathlon continues unabated, we are thrilled that our latest addition rounds out Subaru's triathlon family so that we can now proudly say Subaru sponsors triathlon in Canada from coast to coast.



A HELPING HAND



For over 10 years, Subaru Canada has been an avid supporter of Toronto's Ronald McDonald House. The House provides a "home away from home" for out-of-town families whose children are receiving specialized medical care for a serious illness in Toronto.

We are also proud to supply a vehicle to the House which is used by families, who for the most part, are in Toronto without a vehicle, to help them

with their important errands in the city including hospital visits and family outings. Just recently, a new eco-friendly 2009 Subaru Legacy PZEV Wagon was delivered to the House.

Along with The Taylor Group, we sponsor a bedroom in the House that's fully decked out in a rally theme. This rally room has become a big hit with the children and their families.

This year some of our employees participated in the *Home for Dinner* program, which gave them an opportunity to prepare a "home-cooked" meal for the children and families staying at the House. And in August, we hosted

the Annual Toronto Subaru Club Meet and matched the generous donations collected from members and guests.

Currently, 28 families call Toronto's Ronald McDonald House "home." While this is a great success, the sad reality is that more families are turned away than served due to lack of space. That will change this spring, when ground is broken on a new 81-family building scheduled to be completed in late 2010.

To find out more about Toronto's Ronald McDonald House or a House in your area, or to donate to this great cause, visit www.rmhtoronto.org.

\$750 CASH BACK REBATE

SUBARU REBATES

Subaru Canada is committed to promoting healthy, active lifestyles for Canadians through all of our sponsorships.

In appreciation to those who participate in our sponsorships, we are offering a \$750 cash back rebate* on the purchase or lease of a new Subaru vehicle.

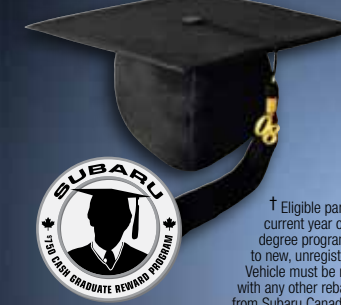


REBATE* AVAILABLE TO:

- Canadian Association of Rallysport (CARS) members
- Golf Fore the Cure participants
- Subaru Ironman Canada, Subaru Ironman Muskoka 70.3 and all Subaru title sponsored Triathlon Series or Subaru Running Series participants
- Canadian Ski Instructors Alliance (CSIA) members

*Valid on the purchase or lease of any new Subaru vehicle acquired from any Canadian Subaru Dealer from Jan. 1, 2008 to Dec. 31, 2008. Participant must meet minimum program eligibility. Only one rebate per customer and can not be combined with any other offer. Visit subaru.ca > buying a subaru > current promotions > national promotions for eligibility and full program details. Check back at subaru.ca in 2009 for new program information.

CONGRATULATIONS!



Students don't feel left out.

Through our Graduate Reward Program, Subaru Canada, Inc. is proud to offer a \$750 cash rebate† to qualified college and university graduates who purchase a new Subaru vehicle. Visit subaru.ca > buying a subaru > current promotions > national promotions for full details and eligibility.

† Eligible participants must be within four months of graduation, or have graduated in current year or previous two calendar years from a recognized university undergraduate degree program or two-year college program (48 weeks minimum). Rebate is applicable to new, unregistered vehicles only. Lifetime limit of one graduate rebate per qualified buyer. Vehicle must be registered in the graduate's name. Graduate rebate cannot be combined with any other rebate offer. Rebate is over and above most consumer retail offers available from Subaru Canada, Inc. Offer is non-transferable.

REACHING FOR THE STARS

How customer feedback has helped us achieve excellence



With more and more Canadians relying on the Internet to find information about cars, it's vital that a manufacturer's website is both fast and user-friendly.

Recently, the Subaru Canada site proved to be just that, earning the highest ranking in customer satisfaction in a J.D. Power manufacturer website survey. But this distinction is for our customers as much as it is for us; after all, you provided the feedback needed to bring about improvements to our website.

The survey looked at four key components that affect customer satisfaction: content, appearance of the website, ease of navigating through the website and the speed at which pages load. In the 2008 survey, www.subaru.ca ranked highest overall among 25 auto manufacturer sites.

While the study found that customer satisfaction with manufacturer websites had decreased for the second consecutive year, the Subaru site went in the opposite direction, going up by 73 index points on a 1,000-point scale to earn an overall score of 840.

In order to continue our success, we have set up a special page for readers of *Six Star*: www.subaru.ca/webthoughts where you can share your thoughts and ideas about our website. We encourage our customers to continue visiting www.subaru.ca and provide us with any feedback on how to improve even more in the future.

Similarly, Subaru Canada also participates in the city of Mississauga's *LitterNot Program* and is responsible for garbage removal three times per year along a 2.5-km stretch of municipal road in our neighbourhood.

In keeping with other areas of the Subaru organization, we are committed to improving the conditions of our environment through our daily operations and the conditions of our community through programs such as these.



TAKING OUR COMMITMENT TO THE STREETS

Since spring 2006, the employees of Subaru Canada have brought our eco-friendly initiatives to the streets – literally. Several times each year, a small group of Subaru folks walk the streets in our immediate neighbourhood (close to Highway 401) and collect bags of discarded garbage.



ANOTHER GREEN AWARD FOR SIA



The accolades continue for Subaru of Indiana Automotive, Inc. (SIA), the plant where the Subaru Outback, Legacy and Tribeca are manufactured.

In 2004, SIA became the first U.S. automobile assembly plant to directly landfill zero waste material. Their facility, over 800 acres in rural Indiana, is also the first automotive manufacturing site in the U.S. to be named a Backyard Wildlife Habitat by the National Wildlife Federation.

Now the plant has received the 2008 WasteWise Gold Achievement

Award for Climate Change by the U.S. Environmental Protection Agency's (EPA) Office of Solid Waste.

The EPA honoured SIA for its achievements in lowering greenhouse gas emissions through waste reduction; the facility has reduced its CO₂ emissions by an incredible 20% per unit since 2000. These impressive results came about after SIA incorporated innovative process changes, Kaizen suggestions from associates and technological enhancements.

"It is an honor to be recognized by the EPA with the WasteWise Gold

Achievement Award," said Tom Easterday, Senior Vice President of SIA, "It reaffirms our continued commitment to reduce our impact on the environment and remain the industry leader in environmental stewardship."

In 2007, the EPA also awarded SIA the WasteWise Gold Achievement Award for Industrial Recycling. On that occasion, the plant boasted a recycling rate of 99.8% and recycled over 15,000 tons of materials that year alone. All of which is a clear sign that Subaru is focused on making a positive impact in all aspects of business.

GREEN AND CLEAN IN MINDEN



Thirty-four years ago, Charlie and Ethel Muli made a bold move and traded in the big city for rural life in Minden, Ontario. They weren't sure exactly what

the future held, but they did know they wanted to raise their family in a place where the air was clean and the night sky was full of stars. "We were blessed to find a place of great natural beauty to call home," says Ethel.

Today, the couple own Minden Subaru and have come to realize that a clean environment can't be taken for granted. "As the population has grown, we have learned that, in order to maintain our healthy surroundings, we needed to become more aware of how we contribute to the environment," says Ethel.

The first step was to significantly reduce the amount of garbage they were creating. They even consulted with the town's bylaw officer to ensure that they were doing everything possible to reduce, reuse and recycle.

"An overflowing dumpster being carted off to the town dump every two weeks was ridiculous," recalls Ethel. They began to purchase products with significantly less packaging, use reusable containers, place recycling containers at every workstation, collect used batteries for proper disposal, and compost food waste.

Nowadays, they make as many trips to the town waste disposal site as ever – but they're usually visiting the recycling area instead of the garbage section!

"Now, when we make those trips to the dump, we feel like we are helping to preserve our beautiful landscape rather than harming it!" declares Ethel.

By taking bold steps to reduce their impact on the environment, Charlie and Ethel Muli are providing a fine example for all of us to follow.



- Name: Byambajar Ulambayar
- Stats: 6'1", 350 lbs
- Current and two-time World Sumo Champion
- Has won every international tournament he has entered
- He was a featured sumo wrestler in the movie "Ocean's 13" (2007)
- Has won gold medals in every tournament: Japan, Mongolia, Thailand, USA, Italy, Germany, more



STRONG, SHARP & SEXY

A bold new direction for the 2009 Forester

The brand new Subaru Forester has received an extreme makeover – and it's set to become even more popular than ever as a result.

Since 1997, fans of the Subaru Forester have been attempting to keep the object of their affection a secret. No such luck, though, because the Forester has forged a hard-earned reputation as the SUV of choice for those with a serious aversion to compromise. Now, with the introduction of the 2009 Subaru Forester, the third generation of this fan favourite, more drivers than ever are discovering what this nimble and versatile vehicle has to offer.

If the exterior designers responsible for the new Subaru Forester had anything written on the whiteboard as the design process began, it was probably something along the lines of: "Big, bold and beautiful." While the old Forester adopted a decidedly tall and angular design, the new model sports a more sensuous SUV style. It's still tall – in fact, it's grown in height by a full 110 mm. Other dimensions have increased as well: The wheelbase has jumped by 90 mm, the overall length has increased by 75 mm, and the width has grown by 45 mm.

The larger story, though, is the change in design philosophy. Whereas the old Forester advocated the function over form approach, the third-gen edition

sacrifices neither form nor function; here, too, the no-compromises school of thought takes centre stage. Strong, sharp and sexy, the '09 Forester is clearly a much bolder looking SUV than its predecessor. Yet it retains the key characteristics that have made the Forester such a classic: a high seating position, generous glass area and tons of useable space.

For the typical Subaru driver, these are just a few of the great qualities they have come to appreciate over the years. And here are some more: standard Subaru symmetrical full-time All-Wheel Drive (AWD) and a long-travel, 4-wheel fully independent suspension system honed in World Rally competition. There's also the legendary line of SUBARU BOXER engines – in this case, your choice of the peppy 2.5-litre SOHC 4-cylinder (170 horsepower; 170 lb-ft of torque) for the Forester 2.5X models or the thrilling 2.5-litre DOHC turbocharged 4-cylinder (224 horsepower; 226 lb-ft of torque) for the 2.5XT Limited.

Both engines incorporate advanced technologies to create what engineers refer to as the sweet spot: that place where the fuel and air mixture is precisely measured, and the timing of the exhaust and intake valves is immaculate. Net result: low-end torque + top-end power + great fuel efficiency + minimal emissions. (And no compromises.) All the technical

Japanese SUVs just got a little sexier.

Sporting a bigger, bolder and more beautiful shape, the 2009 Forester was introduced to Canada in a very big way with the help of another mainstay of Japanese culture: Sumo wrestlers.

See page 14 for a crash course on this highly revered ancient sport.

Find out more at www.sexySubaru.ca

lingo aside, the Subaru Forester can best be described very simply: surprisingly fun to drive – in all sorts of conditions.

But the technical excellence of this smart-sized SUV doesn't end there; the Forester also comes standard with a raft of active and passive safety features. For example: the braking system, which includes 4-wheel/4-sensor/4-channel ABS to precisely control brake pressure, Electronic Brake-force Distribution to manage rear-wheel braking when carrying a heavy load and Brake Assist to help generate more stopping force during panic situations. (Five-speed manual models also have a standard Hill Holder system to prevent roll-back when starting on an incline.)

Another noteworthy active safety feature: the standard Vehicle Dynamics Control (VDC), which helps maintain control through a network of sensors linked to the AWD (4EAT SS models), engine management and brake systems when the limits of adhesion are exceeded.

As with previous models, the new Forester also boasts class-leading passive

safety features including: front seatbelts with pre-tensioners to hold you in place and load limiters to guard from injury; front, front side and side curtain airbags; anti-whiplash head restraints that automatically move forward in a rear-end collision to reduce shock to the head and neck; and the ISO-FIX/LATCH child seat anchor system with three-point seatbelts and head restraints for all rear seats.

THE ADVANTAGES

- Powerful, yet highly efficient
- Class-leading safety features
- Excellent handling, on- and off-road
- Impressive ground clearance
- Class-leading cargo carrying capacity
- Surprising legroom for rear passengers
- Standard convenience features such as privacy glass and roof rails; available features like an extra-large moonroof and reclining rear seats

THE PROOF

- 'Top Safety Pick'*, Insurance Institute for Highway Safety (IIHS)
- 5-Star Government crash-test ratings** conducted by the National Highway Traffic Safety Administration (NHTSA)
- Best New SUV/CUV (under \$35,000), Canadian Car of the Year Awards (CCOTY), Automobile Journalists Association of Canada (AJAC)
- 2009 Motor Trend Sport/Utility of the Year™



Of all the standard safety features found on the Subaru Forester, perhaps the most renowned is the advanced ring-shaped reinforcement frame. This super-strong structure comprises a uniform, interconnected energy-absorbing safety cell linking together the roof, door beams, side pillars and floor. The cell envelops the entire passenger cabin and helps to dissipate impact energy coming from all directions. In the event of a front impact, the main frame compresses gradually and the engine slides under the passenger compartment.

As a result of this keen focus on safety, the Subaru Forester

has achieved top-notch crash-test ratings* across the board. While this aspect of the vehicle may not be as exciting as the SUBARU BOXER engine or Subaru symmetrical full-time AWD, it's incredibly comforting nonetheless.

Speaking of comfort, there's the all-new interior of the all-new Forester. Due to the SUV's aforementioned growth spurt, the new model offers increased interior space for both passengers

and cargo. But that's not all. An incredibly rigid body combined with a precisely-tuned suspension serves to isolate imperfections in the road and create a quieter ride.

The cabin is also filled with high-end materials such as premium upholstery (double-stitched fabric or optional leather) and aluminum-style trim. The front seats incorporate memory foam and the rear seats recline (on most models) for added comfort. Other standard features include privacy glass and heated front seats.

In terms of convenience, the 60/40-split rear seats fold flat to create more storage space and the standard roof rails accomplish the same objective. The cargo area is larger than ever – big enough for four tour-sized golf



bags – due to a revised rear suspension system that doesn't encroach into the cargo area. The cabin is also filled with smart storage compartments of various sizes and purposes, all designed to carry life's little necessities.

The Forester 2.5X is available as a well-equipped entry model or with one of two upgrade packages. The Touring Package includes a power moonroof, multi-reflector halogen fog lamps and 16-inch aluminum alloy wheels, while the Limited Package adds Xenon High Intensity Discharge (HID) headlights, a 6CD premium audio system with SRS CS-Auto™ enhancement, a 10-way power driver's seat, 17-inch aluminum alloy wheels and perforated leather seating surfaces.

Last but certainly not least, there is the Forester 2.5XT with its fire-breathing 2.5L turbocharged SUBARU BOXER engine. This engine offers explosive power – 224 hp and 226 lb-ft of torque – combined with surprising driveability and eye-opening fuel efficiency. The 2.5XT also boasts a functional hood scoop, 4-speed automatic transmission with SPORTSHIFT™, rear roof-line spoiler, aluminum sport pedals and 17-inch alloy wheels.

Regardless of which Subaru Forester captures your fancy, you can rest assured that you will have the distinct pleasure of driving a fun, efficient SUV that's loaded to the gills with style, comfort and convenience.

With all that the new Subaru Forester has to offer, you can't deny that Japanese SUVs just got a little sexier. ✦

*Top Safety Pick for 2009 Forester. Ratings of "Good" are the highest rating awarded for 40-mph frontal offset, 31-mph side-impact and 20-mph rear-impact crash tests conducted by the Insurance Institute for Highway Safety (IIHS) (www.iihs.org). A "Good" rating obtained in all three crash tests and the availability of Electronic Stability Control (ESC) (Vehicle Dynamics Control) achieves a Top Safety Pick.

**5-star front and side-impact ratings for 2009 Forester. U.S. Government star crash-test ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). A five-star crash-test rating is the highest government rating for a) Driver and right front seating positions in frontal crash tests and b) Front and rear seating positions in side-impact crash tests.

THE WAY OF THE SUMMO

Just like the 2009 Subaru Forester, sumo wrestling is steeped in Japanese tradition. While the smart-sized SUV first appeared in 1997, the ancient sport dates back some 1,500 years, making it the oldest of the Japanese martial arts. The first sumo matches were staged as a form of ritual dedicated to the gods, accompanied by prayers for a bountiful harvest, sacred dances and staged dramas.

THE SUMO MATCH

In order to win a sumo wrestling match, a rikishi (Japanese for "a gentleman of strength") must either force his opponent out of the inner circle of the dohyo (the sumo ring) or throw him down. A force-out is scored if a rikishi puts a toe or a heel outside the inner circle, which is marked by bales of straw. A throw is scored if any part of a rikishi touches the ground, including even the tip of a finger or the top-knot on his head.

Upon first entering the dohyo, the rikishi go through a series of symbolic movements to cleanse their mind (rinsing their mouths with water) and body (wiping themselves down with a towel). Soon after, the rikishi then squat and face each other in the centre of the ring, before crouching forward with their fists set on the ground. At this point, the two warriors glare at each other, then abruptly get up and return to their respective corners, grab some salt and scatter it to purify the ring. This process is repeated again and again until the four-minute (depending on rank) mark, at which point the match begins in earnest.

The rules of conduct during a match are strict: no punching, kicking, hair-pulling, eye-gouging, choking or seizing the part of the mawashi (silken loincloth) covering the groin. There are no weight limits in sumo wrestling, so a rikishi could conceivably face off against an opponent twice his weight – this is where the true champion must show superior balance, confidence and stability.

THE TRAINING REGIMEN

Sumo wrestlers undergo strict and rigorous training from a very young age. In all of the numerous sumo schools in Japan, young wrestlers learn the rules, etiquette and history of the sport. They also concentrate on gaining serious weight and performing in front of scouts from various "stables," or sumo training centres. Only the most promising young men are picked to graduate to a sumo stable – it's here that they then commit to the years of training required to become a champion rikishi.



In the stables, the youngest recruits often rise as early as 4 a.m. to train and work as personal assistants to the older rikishi. They also eat many meals consisting of high-protein foods for optimum weight gain. In an effort to produce healthier fighters, stables have recently adopted weight training and other forms of exercise to create slimmer, yet equally powerful wrestlers. In order to become a rikishi, a sumo wrestler must be a healthy male over 173 cm in height and weighing over 75 kg.

THE GROWTH IN POPULARITY

As with the Subaru Forester, sumo wrestling has become so popular, interest has stretched far beyond Japanese borders. There are wrestlers from many nationalities competing in matches throughout Europe, Asia, North and South America, and more – and even women are getting into the act! All over the world, grand champion wrestlers are real celebrities with legions of dedicated admirers.



IMPREZA'S SHARED DNA

Some genes are dominant and cannot be denied. With the 2009 Impreza, the name of the game is fun.



Fans of the FIA World Rally Championship (WRC) are a fervent bunch. They pore over rally coverage in magazines and on websites, attend events in person with the hope of touching one of the cars as they roar past, and wear multi-coloured clothing in support of their favourite drivers and teams. They also know an honest-to-goodness rally-honed car when they see it – which is why they flock to the Subaru Impreza like moths to the flame.

For 16 years now, the Impreza has proven to the world that rally racing leads to better road performance and the essential DNA of the purebred competition car can find its way to the showroom floor.

The 2009 version of this fan favourite comes in two forms: a stylish 4-door and an equally slick 5-door, each with plenty of convenient features, including split flat-folding rear seats and numerous handy storage compartments. Powered by a 2.5-litre 4 cylinder SUBARU BOXER engine (170 hp; 170 lb-ft of torque), the naturally-aspirated Impreza delivers huge fun behind the wheel, combined with remarkable fuel-efficiency and a healthy amount of eco-friendliness to boot.



Subaru Impreza's Dominant Feature: *Spirited Handling*

This engine features advanced green thinking in the form of the Subaru i-Active Valve Lift System (i-AVLS), technology that employs a specially designed camshaft, as well as two-piece valve lifters that work separately at low rpm and together at high rpm. With i-AVLS working away, the Impreza gains better low-end torque, increased engine efficiency and improved top-end power. Not only that, the system also produces better fuel efficiency and reduced emissions.

There are two trim levels to choose from: the Subaru Impreza 2.5i and the 2.5i Sport Package. The former comes well-equipped right out of the gate with Subaru symmetrical full-time All-Wheel Drive (AWD) and Vehicle Dynamics Control (VDC), both standard, as well as air conditioning and an auxiliary input jack for your MP3 player.

The Sport Package includes heated front seats, a power moonroof, and a premium audio system with a 6-CD changer, SRS CS-Auto™ audio enhancement, and upgraded speakers and tweeters. The system also features a free 3-month trial subscription to SIRIUS® Satellite Radio. For the new model year, the 4-door with the Sport Package has some exciting cosmetic



2.5i & 2.5i SPORT PACKAGE (4 & 5-DOOR)

- Powerful and efficient 170 hp, naturally-aspirated SUBARU BOXER engine
- Fun-to-drive handling backed by Subaru symmetrical full-time AWD and Vehicle Dynamics Control
- Impressive AM/FM/CD/MP3 audio system with auxiliary input for your portable MP3 player
- 'Top Safety Pick' crash-test rating* conducted by the Insurance Institute for Highway Safety (IIHS)
- Available features like power moonroof, heated front seats and premium audio system enhanced by a free 3-month trial subscription to SIRIUS® Satellite Radio

*Top Safety Pick for 2008 Impreza. Ratings of "Good" are the highest rating awarded for 40-mph frontal offset, 31-mph side-impact and 20-mph rear-impact crash tests conducted by the Insurance Institute for Highway Safety (IIHS) (www.iihs.org). A "Good" rating obtained in all three crash tests and the availability of Electronic Stability Control (ESC) (Vehicle Dynamics Control) achieves a 'Top Safety Pick'.

enhancements, including a body kit, rear spoiler and stainless steel exhaust tips.

The 2009 Subaru Impreza offers the driving aficionado the best of both worlds: a sporty car with genuine rally-proven DNA and an economy car that's easy on the wallet. Engine performance, engine efficiency, all-wheel drive capability and a fine-tuned independent suspension system: The Subaru Impreza has it all.

THE PERFORMERS

While the Subaru Impreza 2.5i and 2.5i Sport Package are a fantastic way to experience all the technological advantages Subaru has to offer, those searching for a little bit more excitement behind the wheel will no doubt want to consider the 2009 Subaru Impreza WRX and WRX265.

Both cars feature a potent 2.5-litre turbocharged DOHC SUBARU BOXER engine. This high-performer has been named the best† 2.0- to 2.5-litre engine at the International Engine of the Year Awards, presented by Engine Technology International Magazine. A quick look at the specifications reveals why it has received so much praise.



A highly-efficient intercooler, combined with the Subaru Active Valve Control System (AVCS), creates a wide range of power and torque, precise throttle control at medium to lower engine speeds, reduced turbo lag and explosive power when it's required. In the Subaru WRX, this translates into 224 horsepower at 5,200 rpm and 226 lb-ft of torque at 2,800 rpm. (The fact that maximum torque is achieved at such low engine speeds is particularly impressive for a turbocharged engine.)

The WRX265 gains a larger, high-pressure turbocharger, a larger diameter exhaust system and a more efficient catalytic converter. These added bits and pieces give this fierce competitor more power (specifically, 265 horsepower at 6,000 rpm) and more torque (244 lb-ft at 4,000 rpm).

Despite the tremendous amount of power being generated by both variations of this proven award-winner, the Subaru reputation for smooth power delivery is, nevertheless, maintained. The engines offer surprising everyday driveability, even more surprising fuel efficiency and endless thrills behind the wheel. But the engine isn't the only noteworthy aspect of these incredible cars.

WRX & WRX265 (4 & 5-DOOR)

- Award-winning† 224-hp and 265-hp 2.5L turbocharged SUBARU BOXER engines
- Exhilarating rally-bred driving dynamics enhanced with a performance-tuned suspension on WRX265
- Razor sharp aerodynamics package including body kit, rear spoiler and rear diffuser on 5-door models
- Available features like power moonroof, summer performance tires and premium audio system enhanced by a free 3-month trial subscription to SIRIUS® Satellite Radio

†The 2.5 litre SUBARU BOXER turbo engine was voted Best 2.0- to 2.5-litre engine in the International Engine of the Year Awards 2008, presented by Engine Technology International Magazine



The long travel, 4-wheel fully independent suspension system of the WRX and WRX265 has been tweaked for even sharper handling characteristics. The front strut design features lightweight materials to reduce unsprung mass, as well as anti-dive geometry and a stabilizer bar for improved overall performance. The suspension system is also designed to absorb imperfections in the road, ensuring a smooth ride regardless of the circumstances.

The rear suspension is an advanced double wishbone design drawn straight from rally racing. The large subframe is built to absorb impact energy from the tires, ensuring that the inherent stability of the car is maintained over even the roughest roads.

A rear stabilizer bar is added to the Impreza WRX and WRX265 to create even sportier driving dynamics and the kind of razor-sharp handling that true driving enthusiasts crave. The rear suspension is further calibrated to keep the rear tires perpendicular and in contact with the surface of the road at all times to aid traction.

Speaking of traction, of course these two models also boast the Subaru symmetrical full-time AWD system and VDC to

Subaru Impreza WRX's Dominant Feature: *Exhilarating Power*





Subaru Impreza WRX STI's Dominant Feature: *Untouchable Performance*



WRX STI & WRX STI SPORT-TECH PACKAGE

- Award-winning[†] high-pressure turbocharged SUBARU BOXER powerplant (305 hp, 290 lb-ft of torque)
- Untouchable performance and ultimate control provided by a short-throw 6-speed manual transmission, multi-mode Driver Controlled Centre Differential (DCCD), multi-mode Vehicle Dynamics Control (VDC) and helical front and TORSEN[®] rear limited-slip differentials
- 18" alloy wheels with Dunlop summer performance tires
- Xenon High Intensity Discharge (HID) headlights (low beam)
- Available features like Bluetooth[®] hands-free connectivity, GPS DVD-based navigation or DVD entertainment systems

[†]The 2.5 litre SUBARU BOXER turbo engine was voted Best 2.0- to 2.5-litre engine in the International Engine of the Year Awards 2008, presented by Engine Technology International Magazine

generate maximum traction and stability. The net result is a true sports car that responds to variations in grip in a heartbeat. All four wheels in contact with the road + all four wheels creating traction = a superior performance car under all conditions.

Not only do the WRX and WRX265 represent a step up in performance, they also have the looks to match. The WRX features multi-reflector halogen fog lamps, a black stainless steel and mesh front grille, a rear spoiler with integrated brake light, an aerodynamic body kit, and racy 17-inch aluminum alloy wheels. The WRX265 gains all those touches as well as aluminum alloy sport pedals, seats with exclusive red stitching, a power moonroof, summer performance tires and a large roof-line rear spoiler for the 5-door model.

If a mix of outright performance and everyday versatility is what you have in mind, the Subaru Impreza WRX and WRX265 should be at the very top of your shopping list.

THE RALLY STAR

This is it: The Subaru Impreza WRX STI – the ultimate all-road performance vehicle and the closest thing you can get to an honest-to-goodness WRC car. Powered by a high-output version of the award-winning, 2.5-litre turbocharged DOHC SUBARU BOXER engine, the STI boasts an eye-opening 305 horsepower and 290 lb-ft of torque. The engine benefits from the Dual Active Valve Control System, which generates smooth everyday driveability combined with blistering acceleration, increased torque, and improved combustion and exhaust performance.

All this excitement is controlled by genuinely innovative thinking in the form of the rally-tested 6-speed manual transmission, SI-DRIVE (Subaru Intelligent Drive), multi-mode Vehicle Dynamics Control (VDC) system and multi-mode Driver Controlled Centre

Differential (DCCD). These technologies place control over the car's performance in the hands of the driver – exactly where it should be.

SI-DRIVE allows the driver to select among three engine management modes – *Intelligent*, *Sport* or *Sport Sharp* – that vary from maximum efficiency around town to outright performance when you hit those rally stages.

The multi-mode VDC system also offers three different settings; the *Normal* mode ensures that the VDC, traction control and Super Sport ABS with Electronic Brake-force Distribution (EBD) are all standing guard, and offering maximum safety and security. *Traction* mode allows the driver to test the limits of the STI a bit more without intervening too soon. And the *Off* mode is for extracting the complete virtues this vehicle has to offer; it cancels all the electronic guardians apart from the ABS and the Hill Holder system (to assist in driving the car away on an incline).

Of all the advanced technologies built into the WRX STI, the multi-mode DCCD is probably the most sophisticated. This system enables the driver to manually adjust the torque split of the electromechanical centre differential – or to let the computer automatically decide how much power to send to front and rear axles.

Auto mode is the default setting and the best one for all-around driving; the torque distribution varies between 41/59 and 50/50 (front/rear); *[+]* *Auto* delivers better traction on slippery roads by targeting a 50/50 split at all times; and *[-]* *Auto* enhances turning capability and handling by loosening the centre differential and targeting a 41/59 torque split. The driver can also

Officially Licensed STI Merchandise

Built upon a World Rally Championship (WRC) heritage, the Impreza WRX STI is for the performance driver at heart. It will make you feel like you're tearing up the track, even when just driving down the street. The STI line of merchandise, part of the Subaru Symmetry line of products, is designed to appeal to the most serious driving enthusiasts.



Drop by your local Subaru Dealer to get in gear with Subaru Symmetry today!

WHAT THE HECK IS A THE AFFORDABLE, NO-COMPROMISE, ECO-FRIENDLY ALTERNATIVE PZEV?



There are plenty of good reasons why eco-friendly vehicles are becoming more popular than ever with Canadian consumers. These vehicles create fewer harmful emissions, thereby reducing our impact on the environment. But the truth of the matter is, some eco-friendly vehicles demand a lot of compromise on the part of the owner.

Hybrid vehicles, for example, cost much more than their non-hybrid equivalents. There are also some serious concerns about the battery packs in hybrids: They definitely take up a lot of storage space and they might not last that long before needing to be replaced – at which point, greater concerns about disposal and replacement costs arise.

As with hybrids, other alternative fuel vehicles are also a noble pursuit, but one filled with drawbacks. Apart from the availability and cost of these cars, the main compromise is the lack of infrastructure; whether your car runs on hydrogen, compressed natural gas, ethanol or biodiesel, refueling stations are still few and far between. And if you have to drive an extra 20 km just to get to that refueling station, how environmentally friendly can that possibly be?

But now there's another eco-friendly car on the market that has none of these

drawbacks. A car that runs on readily available regular fuel, yet reduces smog-forming emissions. A car that offers no compromises in power or performance, yet won't break the bank either. Meet the 2009 Subaru Outback PZEV Plus and Legacy PZEV.

Developed to meet California's vehicle emissions standards – the most progressive and stringent standards anywhere in North America – a PZEV (Partial Zero Emission Vehicle) is the cleanest-running gasoline-powered vehicle on the road today. The California Air Resources Board defines a PZEV as a vehicle that meets their state's Super Ultra Low Emissions Vehicle (SULEV) tailpipe standard, which is 90% cleaner than the average new automobile. In addition, a PZEV must have zero evaporative emissions; this normally takes place when fuel evaporates.

The PZEV has such stringent pollution controls and the fuel-burning process is so complete, the exhaust produced can actually be cleaner than the air outside. In certain cases, the PZEV is even cleaner than some hybrid or alternative fuel vehicles. The Legacy PZEV and Outback PZEV Plus are also SmartWay™ certified by the U.S. Environmental Protection

Agency, meaning that they achieve strict, predetermined levels for fuel economy and tailpipe emissions.

But the eco-friendly story doesn't end there, the Subaru Outback PZEV Plus and Legacy PZEV are built in the Subaru of Indiana plant; in 2004, this facility became the first U.S. automobile assembly plant to directly landfill zero waste material. This plant, over 800 acres in rural Indiana, is also the first automotive manufacturing site in the United States to be named a Backyard Wildlife Habitat by the National Wildlife Federation.

These two green vehicles are powered by an ultra-efficient, 2.5-litre SOHC 4-cylinder SUBARU BOXER engine with i-Active Valve Lift System and PZEV equipment producing 170 horsepower and 170 lb-ft of torque – exactly the same as their non-PZEV stablemates.





OUTBACK

SUBARU PZEV: THE ADVANTAGES

- Affordable and immediate environmental benefits
- No alternative fuels or power sources required
- Uncomplicated technology
- No special maintenance requirements
- Top-notch performance and safety standards
- Generous passenger space and cargo-carrying capacity
- Uncompromising, hassle-free ownership



U.S. EPA EMISSION STANDARDS

SCORE	DESIGNATION
10	Bin 1 and ZEV
9.5	PZEV
9	Bin 2 and SULEV II
8	Bin 3
7	Bin 4 and ULEV II
6	Bin 5 and LEV II
5	Bin 6 and LEV II option 1
4	Bin 7
3	Bin 8 and SULEV II trucks
2	ULEV II trucks
1	LEV II trucks

While the PZEV does have some special features (see sidebar), it's far less complicated than the typical alternative fuel or hybrid vehicle. There's no complex technology behind the operation of a PZEV; it runs exactly the same as a traditional, gasoline-powered vehicle. There are also no special maintenance requirements or maintenance schedule with the PZEV, so it's easy to keep operating at peak efficiency at all times. To top it all off, the PZEV requires no exterior attachments such as a separate power source or auxiliary fuel tank, so it has exactly the same cargo capacity and interior space as our other Subaru Outback or Legacy models.

The Outback PZEV Plus and Legacy PZEV also offer all the great traditional Subaru qualities: Japanese reliability, a high level of refinement, class-leading active and passive safety systems, and the go-anywhere capability of Subaru symmetrical full-time All-Wheel Drive.

In terms of other standard equipment, the PZEVs are anything but standard. Both models come equipped with premium cloth upholstery, heated front seats and a power adjustable driver's seat. The AM/FM/CD/MP3/WMA audio system features an auxiliary input jack and a 3-month free trial subscription for SIRIUS® Satellite Radio, while power adjustable, heated body-colour door mirrors with integrated LED turn signals are also part of the standard offering. The Outback PZEV Plus adds even more desirable features like Vehicle Dynamics Control, privacy glass, a twin-panel moonroof, and a top-notch Harman Kardon speaker system and amplifier.

The Subaru Outback PZEV Plus follows the path forged by other members of the Outback family: It's designed to explore the great outdoors and preserve their greatness at the same time. This honest-to-goodness crossover – with its spacious interior and legendary rally-tested toughness – is the

perfect way to make the weekend come alive with adventure.

Available as a sedan or wagon, the Subaru Legacy PZEV is for drivers who truly enjoy the drive in all its aspects: remarkable acceleration, gifted handling, supreme safety and unmatched environmental standards. The clean lines of this Legacy extend all the way from the headlights right out the tailpipe, so drivers are able to enjoy this stylish vehicle with an eco-clear conscience.

While the 2009 Subaru Outback PZEV Plus and Subaru Legacy PZEV might seem too good to be true, they are, in fact, the result of a strong corporate commitment to green thinking. Built in a zero-landfill production facility, they are as close to a zero-emissions gas-powered car as you can get. Finally, and perhaps most surprisingly, the Outback PZEV Plus and Legacy PZEV are as affordable as their non-PZEV counterparts.

So... isn't it time you took a Subaru PZEV for a test drive? ➔



LEGACY

HOW SUBARU'S PZEV TECHNOLOGY WORKS

The Subaru PZEV is so effective in reducing smog-forming tailpipe emissions because it incorporates some fairly ingenious thinking. This thinking reveals itself through the modification of four key areas: the dual-filtration air-intake system, delayed ignition timing, fuel injectors and catalytic converter.

DUAL-FILTRATION AIR-INTAKE SYSTEM

In a conventional vehicle, unburned gas fumes can escape through the engine's air intake once the engine is shut off. To prevent this, Subaru PZEVs are equipped with a carbon canister in the air intake that absorbs these evaporative hydrocarbon emissions. The Subaru PZEV accomplishes this without restricting airflow or reducing engine power.

DELAYED IGNITION TIMING

Vehicles emissions are at their worst during cold-start conditions because the catalytic converter has not reached its ideal operating temperature (300° C). To compensate for this, the Engine Control Module (ECM) is programmed to delay the ignition timing in the cylinders until the exhaust valves start opening. This allows maximum torque efficiency from the fuel/air combustion process, producing maximum heat to warm the catalytic converter more quickly.

FUEL INJECTORS

The fuel injectors on Subaru PZEVs close tighter than conventional injectors to prevent evaporative emissions from fuel leakage into the intake manifold.

CATALYTIC CONVERTER

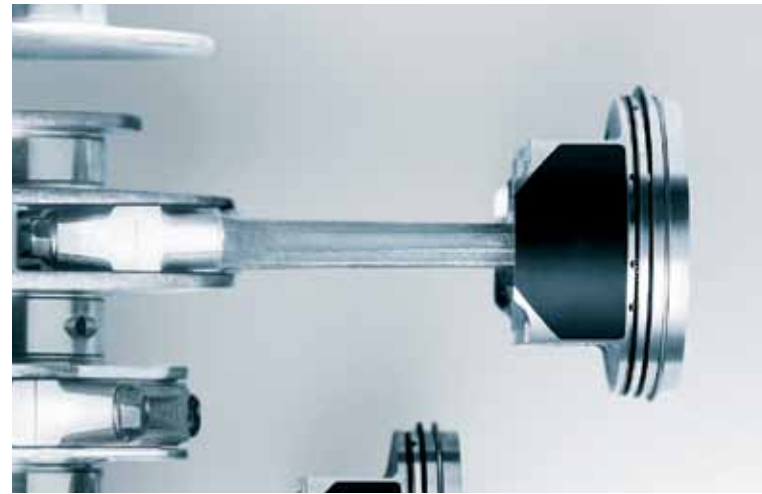
All catalytic converters consist of a honeycomb of passageways coated with catalysts. The Subaru PZEV design allows for more surface area (twice that of a traditional catalytic converter) and significantly more catalysts, which change the molecular structure of the offensive emissions that try to pass through.

As a result, there is a more effective chemical reaction, pulling more pollutants from the exhaust, so you can breathe easier.

Learn more at www.subaru-pzev.ca.



OUTBACK



6 DEGREES OF SEPARATION

The smoothest SUBARU BOXER engine in the fleet powers the Legacy 3.0R Limited and others to inspiring performances



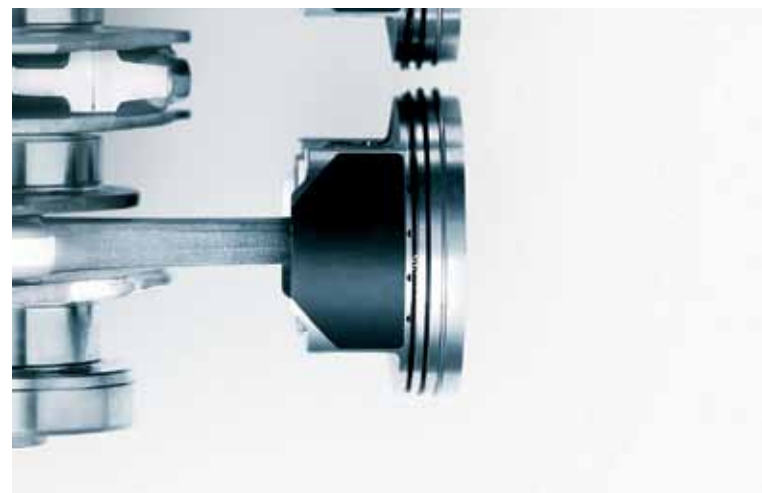
6-CYLINDER SUBARU BOXER



LEGACY



TRIBECA



While it's true that many of the cars in the current Subaru lineup are powered by 4-cylinder engines, the 6-cylinder SUBARU BOXER is rapidly gaining in popularity. The latest addition to the 6-cylinder set is the 2009 Subaru Legacy 3.0R Limited, a sleek and stylish sedan that combines genuine smile-inducing performance with real luxury appointments.

At the heart of the matter is the 3.0-litre DOHC horizontally-opposed 6-cylinder SUBARU BOXER engine, which produces an invigorating 245 horsepower at 6,600 rpm and 215 lb-ft of torque at 4,200 rpm. The engine is a rolling showcase for advanced technologies including the Active Valve Control System (AVCS) and SI-DRIVE (Subaru Intelligent Drive).

The AVCS system optimizes the timing of the intake valves to create better low-end torque, engine efficiency and top-end power. It also helps the Legacy achieve strict emissions standards and delivers impressive fuel economy.

Meanwhile, the SI-DRIVE engine management system offers drivers the choice of three different modes: *Intelligent* mode for better fuel economy and increased smoothness in low-traction conditions; *Sport* mode for all-around daily driving; and *Sport Sharp* mode for heightened throttle response and more immediate power delivery. With so much advanced technology at play, this engine delivers genuine 6-cylinder performance combined with real-world 4-cylinder efficiency.

Aside from all the great qualities of the 3.0-litre SUBARU BOXER engine, there's plenty of other entertaining aspects to be found on the new Legacy 3.0R Limited. Of course, this sophisticated sedan comes standard with Subaru symmetrical full-time All-Wheel Drive and the rally-proven, 4-wheel independent suspension system. These unique features serve to create a distinctly sporty experience behind the wheel – on all types of roads and under all kinds of weather conditions.

A limited-slip viscous-type rear differential helps things along even further, ensuring superior traction is always part of the picture. The standard Vehicle Dynamics Control system and Traction Control System bring even more safety and security into play.

On the topic of luxury, the Legacy 3.0R Limited is a clear winner as well. The standard package includes leather seat inserts, woodgrain interior trim, and a leather-wrapped steering wheel and gear selector. The audio system is similarly rich; it's a 385-watt Harman Kardon system with 9 speakers, a 7-channel Harman

Kardon amplifier, 6-CD changer and SIRIUS® Satellite Radio with 3-month free trial subscription. Meanwhile, the optional Premier Package adds a GPS DVD-based navigation system with a touch-screen display.

With the emergence of the 6-cylinder SUBARU BOXER engine, Subaru drivers are discovering whole new levels of driving excitement and driving comfort. These feelings are being shared by people behind the wheel of the all-new Subaru Legacy 3.0R Limited and the Subaru Outback 3.0R Premier (both featuring the 3.0-litre engine), and the Subaru Tribeca, which boasts the largest engine in company history, a 3.6-litre 6-cylinder SUBARU BOXER.

While there's certainly nothing wrong with the tried-and-true 4-cylinder SUBARU BOXER engine – in fact, the exact opposite – perhaps it's time to swing by your friendly neighbourhood Subaru dealership to find out what an extra two cylinders can add to your life. ✦

LEGACY 3.0R LIMITED

- 3.0L 6-cylinder SUBARU BOXER engine 245 hp @ 6,600 rpm; 215 lb-ft of torque @ 4,200 rpm
- Smooth and linear power delivery
- Excellent low- and mid-range torque
- Reduced emissions and impressive fuel economy
- 5-speed Electronic Direct Control Automatic Transmission with SPORTSHIFT™ (SEAT SS)
- Subaru symmetrical full-time All-Wheel Drive
- Vehicle Dynamics Control system
- Power moonroof
- Luxurious leather seating surfaces (front seats heated)
- AM/FM/6CD/MP3/WMA Premium audio system with auxiliary audio input, steering wheel integrated audio controls, Harman Kardon speakers with amplifier and 3-month free trial subscription for SIRIUS® Satellite Radio
- GPS DVD-based navigation system available with Premier Package



MUSEUMS OF MODERN MYSTERY

Where life begins and has no end

These days, you don't have to travel far to experience unique cultures and uncover new information about the world in which we live. In fact, there might be an exciting museum right around the corner from your house – a building filled with all sorts of fascinating exhibits capable of capturing the imagination of visitors both young and old.

A GEM TO DISCOVER

The magnificence and wonderment of the Royal Ontario Museum can now be felt before the front door with the creation of the spectacular Michael Lee-Chin Crystal addition. This bold and unique structure, adjacent to the current ROM buildings, is the centrepiece of the Museum's Renaissance ROM, an ambitious \$270-million expansion and renovation project.

The ROM, located in downtown Toronto, is the fifth largest museum in North America and the largest museum in Canada. Now, with the addition of the 'Crystal', the ROM is also one of the most talked about and controversial.

Specimens from the Museum's gem and mineral collection inspired the initial concept for the Crystal. Intended to be a distinctive new symbol of Toronto for the 21st century, the Crystal is composed of five interlocking, self-supporting prismatic structures that co-exist but are only attached to the original ROM building by the bridges that link them. When it opened in 2007, public opinion was decidedly divided; some downright hated it, while others applauded its unique qualities. In the end, this spectacular glass and aluminum design has achieved what some believe was its intent all along – to increase traffic into the museum.

Even without the lure of this fabulous piece of architecture, there are many, many great reasons to visit the ROM. With more than six million items and over 40 galleries, the ROM is considered a major museum for world culture and natural history. The jaw-dropping dinosaur display includes some of the ROM's largest natural history specimens, including 25 fully mounted dinosaur skeletons from the Mesozoic Era (250 to 65 million years ago) and a 27-metre (90-foot) high *Barosaurus* skeleton, the largest dinosaur ever to be permanently displayed in Canada.

As well as trekking through the dinosaur galleries, brave families have long loved the Bat Cave, fashioned after the St. Clair Cave in Jamaica and home to bats, spiders, snakes and other creepy creatures of the night! Taking a page from the old Hitchcock film, *The Birds*, the Gallery of Birds displays hundreds of species of birds in flight as well as eggs, feathers, footprints and nests.

If you like your natural history sparkly, Teck Suite of Galleries: Earth's Treasures, which opens this December, will showcase some of the finest collections of exceptional specimens of minerals, gems, rocks and meteorites in North America.

Royal Ontario Museum (ROM)
100 Queen's Park, Toronto, ON
www.rom.on.ca

Speaking of sparkly, *The Nature of Diamonds*, which runs until March 22, 2009, is the most wide-ranging exhibition ever developed on the allure of diamonds. Housed, fittingly, in the new Lee-Chin Crystal, the exhibition showcases approximately 500 brilliant objects drawn from private collections and major museums from around the world.

Lenders to the exhibit include Cartier, Tiffany & Co., Van Cleef & Arpels, and De Beers Canada. As part of the exhibition, the walk-in Gem Vault houses some of the



exhibition's most dazzling objects including a 2,600-diamond corsage ornament belonging to Princess Mathilde, niece of Napoleon Bonaparte, the 2,000-diamond Milky Way necklace and the Aurora Butterfly of Peace, consisting of an astounding 240 multi-coloured diamonds.

The Museum's World Culture Galleries including the Daphne Cockwell Gallery of Canada: First Peoples, the Sigmund Samuel Gallery of Canada, and galleries of China, Japan and Korea, Cyprus, the Middle East, Egypt and Europe



are a spectacle of art, artifacts, textiles, clothing, early Canadiana, armour, earthenware and so much more.

Those who imagined themselves draped in diamonds in *The Nature of Diamonds* exhibition can complete their ensemble at the Patricia Harris Gallery of Textiles & Costume, which highlights a diverse international collection of costume and textiles, including Chinese imperial court garments, early Islamic textiles, Western fashion from the 18th century to the present, and early Canadian textiles.



ROM photos: © Royal Ontario Museum, 2008. All rights reserved.

LET THERE BE MUSIC

While most of us associate museums with visual exhibits, there are two noteworthy examples that deal with another of the senses: the Cantos Music Foundation and the Musical Instrument Museum.

The former is found in Calgary and is a museum collection containing nearly 500 keyboards and related – and sometimes bizarre – instruments. Some of these instruments date back to the 16th century; almost all of them are in working order and are available to be tested out (under supervision, of course). If you're all thumbs, the friendly expert guides will be more than happy to tickle the ivories for you.

Highlights of the collection include the "Ken Kesey box" (a recording device used to capture much of his Merry Pranksters' "activities" on their road trip across the States), the Rolling Stones' portable recording studio, the white upright piano on which Elton John composed his first five albums. Also included are an incredibly rare and playable Italian virginal dated from 1560 and a beautifully crafted, limited edition 'Rhapsody in Blue' Steinway, created on the 100-year anniversary of Gershwin's death and featuring the New York skyline faithfully reproduced in mother of pearl. Museum tours here are by appointment only so be sure to check out the web and give them a call before you visit.

Meanwhile, the Musical Instrument Museum is not up and running yet, but when its doors open in early 2010 in Phoenix, Arizona, the sweet sounds of music will most certainly draw people in from all over the world. With approximately 5,000 musical instruments, from the exquisite heirlooms of royal courts to handcrafted pieces passed down through generations, this museum will pay homage to the history and diversity of instruments and introduce guests to their varied and unique sounds.

Through the use of the most technologically advanced wireless headsets and high resolution video screens, museum guests will be able to see instruments, hear their sounds, and observe them being played in their original settings – performances that are often as spectacular as the instruments themselves. Other areas of the museum will provide opportunities for guests to play selected instruments such as Congolese slitgong drums and see how instruments like the violin are made.

The collection will include instruments from over 200 countries and territories in the world. Many will have been used for folk or tribal occasions, while others will be instruments played by world famous artists in familiar venues. All of which sounds like music to our ears.



From top to bottom:
Ken Kesey's recording box
Rolling Stones' mobile recording studio
Elton John's song writing piano

From top to bottom:
Sitar - 2006, India
Agung (Dragon Gong) - 19th Century, Brunei
Slitgong Drum - between 1900 and 1950 Democratic Republic of Congo

Photos: Craig Smith, Courtesy of Musical Instrument Museum

Photo: Rau + Barber, Musical Instrument Museum

A WING AND A PRAYER



Mark Peck, an Ornithologist and member of the Department of Natural History at the Royal Ontario Museum (ROM) spends most of his time studying the land of the living. Currently his priority is the development of the ROM's new Schad Gallery of Biodiversity. Scheduled to open in March 2009, this 10,000 sq. ft. gallery explores the diversity of life on earth and how species and habitats are threatened by human activity.

The reason the ROM and the Schad Gallery of Biodiversity are paying so much attention to the Red Knot shorebird (pictured right) is that, as recently

as the early 1990s 150,000 migrated to the Canadian Arctic each spring. Today, though, those numbers have reduced drastically, with less than 18,000 finding their way north in recent years. To get to the bottom of this devastating decline, ROM ornithologists stock up the department's Subaru Outback and head south, joining other scientists and volunteers on the beaches of Delaware Bay between New Jersey and Delaware. The Outback, as Mark says, "is a nice cross between a passenger vehicle, a van and an off-roader. This vehicle has the space to let us move collections around and at the same time take us off the beaten path, a place where we often find ourselves."

It was off that beaten path, on the sandy beaches of Delaware Bay, that the group of scientists found one of the answers to the Red Knot's shockingly diminished numbers: not enough Horseshoe Crab eggs. "This important food source allows the shorebirds to fatten-up for the last leg of their journey, a 2,000-km trek to their Canadian breeding grounds," says

Peck. What scientists discovered, though, was that in recent years the crabs have been over-harvested as commercial fishing bait, leaving less eggs for the birds. The result, of course, is a corresponding drastic reduction in the bird's population.

Look for the opening of the Schad Gallery of Biodiversity early next year. This Gallery promises to make bold beautiful statements and, hopefully, open many pairs of eyes!



Cantos Music Foundation
134-11th Avenue SE, Calgary, AB
www.cantos.ca

Musical Instrument Museum
Phoenix, AZ
www.themim.org



Dobro Guitar and Mandolin
United States, 1932-1933

Photo: Craig Smith
Courtesy of the Musical Instrument Museum



MISSED IT BY THAT MUCH...

Anyone who likes reading spy novels or who laughed uproariously at Steve Carell's Maxwell Smart will be intrigued by the International Spy Museum in Washington, D.C. To bring together the largest collection of international espionage artifacts ever placed on public display, the International Spy Museum called on the expertise of former CIA and KGB chiefs. In fact, the Museum's Executive Director, E. Peter Earnest, is a 36-year veteran of the Central Intelligence Agency (CIA).

Visitors to the museum adopt a cover, break codes, identify disguised spies, and become the subjects of covert surveillance throughout their visit. Through these interactive experiences and immersive environments, the Museum examines actual events, reveals true stories, and presents hundreds of authentic tools of the spy trade.

And these tools are fascinating! "The Kiss of Death" was the name given to the 4.5-mm single shot weapon disguised as a tube of lipstick used by KGB operatives during the mid-'60s. The existence of the weapon was first detected at a border crossing into West Berlin.

Lipstick was one of many options for concealing weapons during clandestine operations – lighters, pens, tobacco pipes and cigarette packs were also used, but if we had to choose one device NOT to use, it would be the KGB's 4.5-mm single shot Rectal Pistol which was encased in rubber and hidden exactly where the name suggests. Certainly not something you would want going off prematurely!

The Spy Shoe with Heel Transmitter is 1960s KGB issue and looks like something right out of *Get Smart*. With a radio transmitter concealed in the heel, it was used to monitor secret conversations of the unknowing wearer! A maid or valet with access to the individual's clothing would be given the job of planting the rigged shoes and activating the transmitter by pulling out a white pin from the heel. The target would then become a walking radio station, transmitting all conversations to a nearby monitoring post.

There seemed to be no shortage of ways those spy types listened in on conversations they were not meant to hear! A Tree Stump Listening Device, created by the CIA in the early 1970s, was placed in the woods near a Soviet military base to capture secret military radio transmissions. This device was solar powered and the exterior resembled tree bark. A satellite was used to extract the information contained in the stump.

Listening was not the only sense used by spies to gain restricted information. Since the earliest days of espionage, homing pigeons have been a spy's best friend. Distinguished by their speed and ability to return home in any weather, pigeons outfitted with tiny cameras were released over military sites. As the birds flew, the cameras continuously clicked away, snapping pictures to be developed and interpreted when the pigeons reached their destination.

Now, if you have always fancied yourself more as a James Bond than whatever it is you do for a day job, for a few extra bucks you might want to engage in the museum's "Operation Spy" feature. There, in an action-packed hour, you will take on the role of a U.S. intelligence officer on an international mission to locate a missing nuclear device before it falls into the wrong hands. Challenged to "feel, think, and act" like a real spy, you might conduct video surveillance of clandestine meetings, decrypt secret audio conversations, penetrate a high-security compound, crack a safe and search for clues under threat of discovery, and conduct a polygraph test, all while making split-second decisions. Now that's a museum no one could find boring!

International Spy Museum
800 F Street NW, Washington, DC
www.spymuseum.org



Photos: Courtesy of International Spy Museum



MORE FASCINATING CANADIAN MUSEUMS

There are literally thousands of unique and interesting museums of all shapes and sizes across Canada. Here is a list of a few you might like. For an extensive Canadian museum listing, visit www.museums.ca/en.

01. THE BATA SHOE MUSEUM

ADDRESS: 327 Bloor Street West, Toronto, ON

WEBSITE: www.batashoemuseum.ca

ABOUT: Love shoes? This is definitely the place to set your feet. Where else could you find French chestnut crushing boots under the same roof as delicately embroidered Chinese silk shoes, bear fur shoes for Japanese samurai and footwear made from human hair? A rare and well-preserved velvet-covered platform mule from 16th-century Venice, which is so tall that the wearer could not walk unaided, is another one of the treasures of the comprehensive collection. Among the collection's most popular features is an extensive assortment of celebrity footwear. The collection includes Queen Victoria's ballroom slippers, Robert Redford's cowboy boots, Elton John's monogrammed silver platform boots, Terry Fox's running shoe, Elvis Presley's blue patent loafers, Karen Kain's ballet shoes and John Lennon's Beatle boot.

Photo: © 2008 Bata Shoe Museum



Photo: Courtesy of Costume Museum of Canada

02. COSTUME MUSEUM OF CANADA

ADDRESS: 109 Pacific Avenue, Winnipeg, MB

WEBSITE: www.costumemuseum.com

ABOUT: The Costume Museum of Canada is home to a collection of 35,000 artifacts spanning 400 years. The renowned collection represents the identity of everyday Canadians, urban and rural, public and private, through the garments that they made, purchased and wore. While the Costume Museum of Canada is especially strong in Canadian clothing from the late 19th and the early 20th centuries, it is also home to some of the best of world fashion with pieces from Chanel, Norman Hartnell, Worth, Schiaparelli, Vionnet, Scassi and Paco Rabanne.



Photo: Courtesy of Newfoundland Insectarium

03. NEWFOUNDLAND INSECTARIUM

ADDRESS: 2 Bonne Bay Road, Reidville, NL

WEBSITE: www.nfinsectarium.com

ABOUT: What's bugging you? If the answer is nothing, you need to visit the Newfoundland Insectarium. This multi-dimensional museum features insects and arthropods from around the world and is a celebration of the most beautiful, fascinating, and least understood group of animals on earth. Live insect exhibits are interspersed with wall-mounted and floor exhibits, giving the visitor the chance to view both living and preserved specimens. In addition to tarantulas, scorpions, and giant cockroaches, you can also check out over 10,000 active honeybees in a glass beehive.



Photo: Courtesy of Oil Sands Discovery Centre

04. OIL SANDS DISCOVERY CENTRE

ADDRESS: 515 MacKenzie Boulevard, Fort McMurray, AB

WEBSITE: www.oilsandsdiscovery.com

ABOUT: The Oil Sands Discovery Centre in Fort McMurray is in the heart of the world's biggest single oil deposit – the Athabasca Oil Sands. At the Centre you'll be surrounded by BIG things – a dragline bucket, a 150-tonne heavy hauler with tires three metres high and "Cyrus," an 850-tonne bucketwheel excavator. You'll really get the "big picture" when you see the museum's big screen movie "Quest for Energy."



Photo: Courtesy of Museum of Anthropology

05. MUSEUM OF ANTHROPOLOGY AT THE UNIVERSITY OF BRITISH COLUMBIA

ADDRESS: 6393 N.W. Marine Drive, Vancouver, BC

WEBSITE: www.moa.ubc.ca

ABOUT: Vancouver's Museum of Anthropology, Canada's largest teaching museum, is located in a spectacular building overlooking the mountains and sea. Its collections, exhibitions and programs are renowned for giving access and insight into the cultures of indigenous peoples around the world. The Museum houses some 535,000 ethnographic and archaeological objects, many of which originate from the Northwest Coast of British Columbia. Massive totem poles, carved boxes, bowls, and feast dishes are featured in the Museum's Great Hall, while smaller (but no less magnificent) pieces in gold, silver, argillite, wood, ceramic, and other materials are exhibited elsewhere in the galleries. Seems like the kind of place Indiana Jones would love. The Museum of Anthropology will be closed for 'innovations' until March 3, 2009, but we're sure it will be worth the wait!

06. CANADIAN BROADCASTING CORPORATION (CBC) MUSEUM

ADDRESS: 250 Front Street West, Toronto, ON

WEBSITE: www.cbc.ca/museum

ABOUT: Since 1936, the Canadian Broadcasting Corporation has been the voice of this nation, linking Canadians from coast to coast with its respected brand of journalism, sports coverage and entertainment. At the CBC Museum and Graham Spry Theatre, visitors can experience firsthand the history of Canadian broadcasting... and the shared stories of all Canadians!

08. CANADIAN CENTRE FOR ARCHITECTURE

ADDRESS: 1920, rue Baile, Montréal, QC

WEBSITE: www.cca.qc.ca

ABOUT: The Canadian Centre for Architecture (CCA) is an international research centre and museum. The Centre holds one of the world's foremost international research collections of publications and architectural design documentation including conceptual studies, drawings, plans, models, prints, and master photographs, archives and oral histories of individual architects and related artifacts.

12. RCMP HERITAGE CENTRE

ADDRESS: 5907 Dewdney Avenue, Regina, SK

WEBSITE: www.rcmpheritagecentre.com

ABOUT: The RCMP Heritage Centre is located on the grounds of the RCMP Academy, 'Depot' Division. The museum tells the story of the Royal Canadian Mounted Police, including their role in the development of Canada, the policing of over 200 communities across the country and the battle against crime on an international level.



Photo: Courtesy of Fisheries Museum of the Atlantic

07. FISHERIES MUSEUM OF THE ATLANTIC

ADDRESS: 68 Bluenose Drive, Lunenburg, NS

WEBSITE: www.museum.gov.ns.ca/fma

ABOUT: The beautiful Lunenburg waterfront is home to the Fisheries Museum of the Atlantic, which commemorates the fishing heritage of the Atlantic coast of Canada. Housed in brightly painted red buildings, with floating vessels at wharveside, the Museum offers a host of attractions, exhibits, displays and activities. Set your sea legs on the schooner Theresa E. Connor and talk with "old salts" who fished the North Atlantic. Gently touch starfish and other marine creatures in the aquarium's fantastic viewing tank. And discover all about Canada's most famous schooner, the historic Bluenose, which is celebrated in an exhibit with the world's largest collection of Bluenose artifacts.

09. CANADIAN MUSEUM OF FLIGHT

ADDRESS: Hangar # 3 - 5333 216th Street, Langley, BC

WEBSITE: www.canadianflight.org

ABOUT: If the words CF-100 Canuck MK3B, Canadair (Lockheed) T-33AN Silver Star, WWII Handley Page Hampden or deHavilland DH82C Tiger Moth get your blood pumping, then this is the museum for you. Open year 'round, the Canadian Museum of Flight, located at the Langley Airport, is dedicated to restoring, preserving and showcasing Canada's rich aviation heritage.

10. THE CHOCOLATE MUSEUM

ADDRESS: 73 Milltown Boulevard, St. Stephen, NB

WEBSITE: www.chocolatemuseum.ca

ABOUT: Has all this museum scouting got you feeling peckish? This museum offers hands-on exhibits, interactive computer displays that explain how chocolate and candies are currently made, collections of historic chocolate boxes, and antique candy-making equipment. Best of all, chocolate treats are a staple all the time!

11. PRINCE EDWARD ISLAND POTATO MUSEUM

ADDRESS: 1 Dewar Lane, O'Leary, P.E.I.

WEBSITE: www.peipotatomuseum.com

ABOUT: Where else but in P.E.I. would one expect such homage to be paid to that delicious vegetable that dominates dinner plates all across Canada? The P.E.I. Potato Museum, which includes the Potato Hall of Fame and the Amazing Potato Exhibit, is located in the community of O'Leary in the western part of Canada's smallest province.



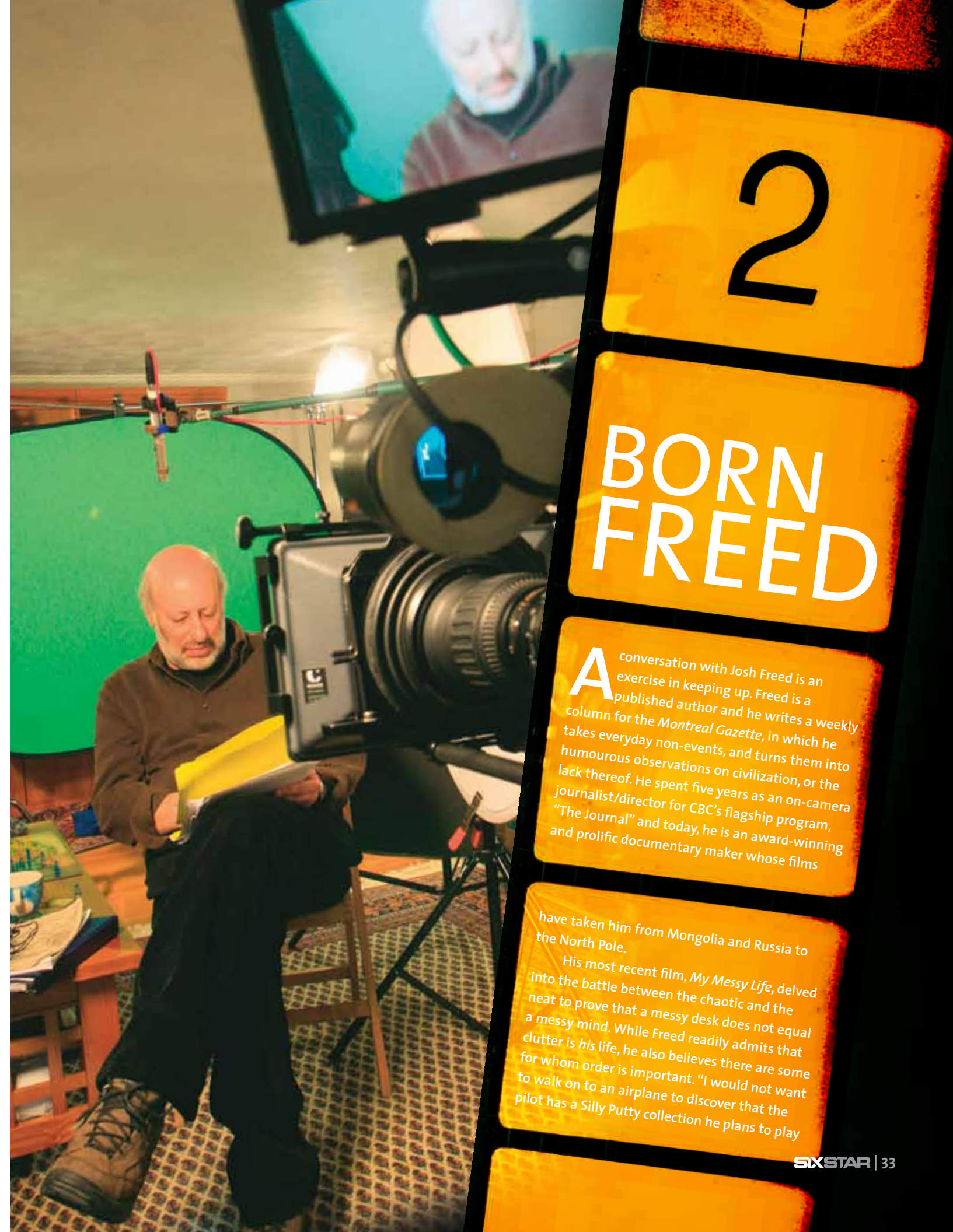
Photo: Courtesy of Royal Tyrrell Museum

13. ROYAL TYRRELL MUSEUM

ADDRESS: Midland Provincial Park, Drumheller, AB

WEBSITE: www.tyrrellmuseum.com

ABOUT: The world renowned Royal Tyrrell Museum is located where dinosaurs roamed, in the heart of the badlands, 6 km northwest of Drumheller, Alberta, in Midland Provincial Park. Here, you can gaze in awe at more than 40 mounted skeletons of ancient dinosaurs like Albertosaurus, T. rex and Triceratops. You can visit a giant recreation of underwater life from 350 million years ago, meet some of the smallest and the tallest meat-eating dinosaurs, and experience larger-than-life creatures living in a prehistoric ocean bed. You can even watch as technicians meticulously remove rock from around fossils, preparing them for research and display. This experience is a journey through time to an era where giant creatures reigned!



2

BORN FREED

A conversation with Josh Freed is an exercise in keeping up. Freed is a published author and he writes a weekly column for the *Montreal Gazette*, in which he takes everyday non-events, and turns them into humorous observations on civilization, or the lack thereof. He spent five years as an on-camera journalist/director for CBC's flagship program, "The Journal" and today, he is an award-winning and prolific documentary maker whose films

have taken him from Mongolia and Russia to the North Pole.

His most recent film, *My Messy Life*, delved into the battle between the chaotic and the neat to prove that a messy desk does not equal a messy mind. While Freed readily admits that clutter is *his* life, he also believes there are some for whom order is important. "I would not want to walk on to an airplane to discover that the pilot has a Silly Putty collection he plans to play



Photo: Courtesy of Josh Freed

his quest for a good night's shut-eye to various faraway places of the world, along the way meeting like-minded fellow insomniacs who introduced him to every sleep solution known to man, from the far fetched to the further flung.

In the end, one can imagine that the root of Freed's sleep issues may be found more in the life he leads than anything else! In one of his early books, *Moonwebs*, Freed took readers into the frightening world of modern-day cults as he joined the friends and family of a young cult follower, Benji Miller, as they risked financial loss and criminal charges to kidnap Benji and deprogram him. The book was made into the Gemini-Award winning film, *Ticket to Heaven*, that is still available on DVD today.

While making a documentary last year, *China's Sexual Revolution*, about the new liberalism sweeping the bedrooms of the world's most populated country, Freed and fellow writer/director Miro Cernetig posed as tourists so that they could make the film without the authorization of the Chinese government.

Often using hidden cameras to tell their story, the filmmakers made a surprising discovery: In a country that has a reputation for strong conservatism, a sexual revolution reminiscent of the western world's free-love 60s 'hippie' days has emerged. But this new sexual revolution is not just about sex. It is also about power. In China, Freed discovered a nation of liberated women who are coming into their own, who are well-educated, seeking professional jobs, and who will become a strong force in China in the next 10 years.

Not all of Freed's projects are sleep inhibiting. On this side of the globe, he is currently fielding a request from a U.S. book publisher to develop a counter-culture messy coffee table book. Freed is also a veteran cabaret performer, (yes,

with throughout the flight," says Freed. "Nor would I expect my heart surgeon to be brainstorming gags for his next stand-up routine while he's up to his wrists in my chest."

Next up on Freed's schedule is a documentary about immigration systems around the world. The documentary, *Citizen or Stranger*, will be a reverse look at immigration, from the perspective of new citizens. At the heart of the film is a Somalian family that has had approximately 150 family members immigrate to some 25 countries around the world. By tracking down as many of them as possible and looking at their experiences, Freed is hoping to uncover which country's system works best – whether it be here in Canada "where immigrants are encouraged to wear multicultural clothing and sing songs", Freed's words, or in Switzerland "where the immigration process takes 12 years and all immigrants are encouraged to become just like the rest of the Swiss population."

SLEEP IS FOR SISSIES

Growing up Freed had two ambitions – to never move to Toronto, and to be able to wake up whenever he wanted, because that meant he was calling the shots! Currently living and working around the clock in Montreal, he seems to have achieved that, and more. In fact one would wonder if he ever goes to sleep at all. A self-confessed insomniac, Freed says he hasn't slept like a baby since he was, in fact, a baby.

Never missing a chance to tell a good story, Freed documented his trials and tribulations in the film *In Search of Sleep: An Insomniac's Journey*. Freed took

FREED'S BOOKS:



that seems as out in left field to Freed as it no doubt sounds to you) having co-written and starred in *Four Anglos of the Apocalypse*, a hilarious play on the subject of Anglo humour in Quebec. He is currently developing a new live stage performance, *The 25th Century Belongs to Canada*.

DRIVING THE POINT HOME

Freed is a past winner of the Stephen Leacock Medal for Humour and the New York Film Festival World Medal. His documentary films have been seen on CBC and CTV in Canada, PBS, A&E, Bravo and Disney Channel in the United States, and in over 50 other countries.

You get the point. With such a curious mind and trailblazing approach, Freed accomplishes everything he sets out to do, and more. This is one busy guy, both in mind and body. So, if you ask Josh Freed how he finds the time to dabble in so many fascinating projects (besides sleep deprivation), his answer is simple – an unrelenting passion to follow his interests anywhere anytime. That's why he drives a 2001 Subaru Outback. "It just suits me," he admits. "It takes me

everywhere and anywhere, at the drop of a hat and it's got room for all my stuff – my skates, my hockey stuff, my bike, my tennis stuff – all of it!" He also says he has sold many Subaru vehicles to people he knows simply based on surviving the Montreal winter of 2007/08 without ever having lifted a shovel.

"There was so much snow in Montreal last winter it was staggering," says Freed. "I would drive down the road past block after block of people out with their shovels, axes, picks – it looked more like they were working in the Siberian mines than trying to get their cars into their driveways." As far as Freed is concerned, getting stuck is for the other guy. True to heart, "I pointed my trusty Outback toward the snowbank that was my driveway, and, under the watchful eyes of my neighbours, every one brimming with envy, I drove straight on in." In Josh Freed's world, this would be the most obvious solution as there would be much more interesting ways for him to spend his time.

To find out more about Josh Freed and read a sampling of his entertaining columns, visit www.joshfreed.ca.

FREED'S DOCUMENTARIES:

- *Citizen or Stranger* (coming soon)
- *My Messy Life* (CTV - 2008)
- *China's Sexual Revolution* (CBC - 2007)
- *In Search of Sleep: An Insomniac's Journey* (CBC - 2004)
- *To Cure or To Kill* (CBC\Galafilm - 2003)
- *Juggling Dreams* (CBC\Galafilm - 2002)
- *Wild for Weather* (CBC\Galafilm - 2001)
- *Polar Bear Safari* (2000)

- *Coat of Many Countries* (CBC - 1999)
 - *At Your Service: The Cater Culture* (CBC/Radio-Canada - 1997)
 - *The Envelope Please* (CBC - 1996)
 - *Merchandising Murder* (1995)
 - *The Last Train* (CBC\PBS\CH 4 - 1993)
 - *North to Nowhere* (1991)
 - *Escape from History* (1994)
- His other films include *Castro's Gold* (for CBC) and *Entre Solitudes* (CBC Radio-Canada).

SLIPS, SLIDES & SAFETY

WHAT IS VDC?

The Vehicle Dynamics Control (VDC) system (otherwise known as Electronic Stability Control) receives information about the car from various sensors. These sensors monitor steering angle (the amount the steering wheel is turned), yaw (how much the nose of the car moves from side to side), individual wheel speed and lateral G load (the amount of force being generated during cornering).

These sensors feed your car's onboard computer with information constantly, measuring how the car is reacting to your touch on the steering wheel, brake pedal and accelerator pedal at all times.

The VDC system then uses this information to decide whether corrective action is needed to keep the car stable and in control; this action takes various forms, including reducing engine output, applying the brakes to an individual wheel or locking the AWD system.

VDC IN ACTION

Now that we know all these facts about the complex inner workings of your Subaru's VDC system, how the system works in real-life situations becomes very simple to explain.

Imagine you are driving down the highway and you hit a patch of ice – your car starts going sideways to the right. The onboard computer knows that the car is sliding based on information from the yaw and lateral G sensors. The steering angle sensor and wheel speed sensors tell the computer that you are not going in the direction you want to go. So... what happens?

The VDC system automatically applies the left rear brake to pull the car back in line and momentarily locks the car's front and rear wheels together (through the AWD system) to stabilize the vehicle even further and help it go straight.

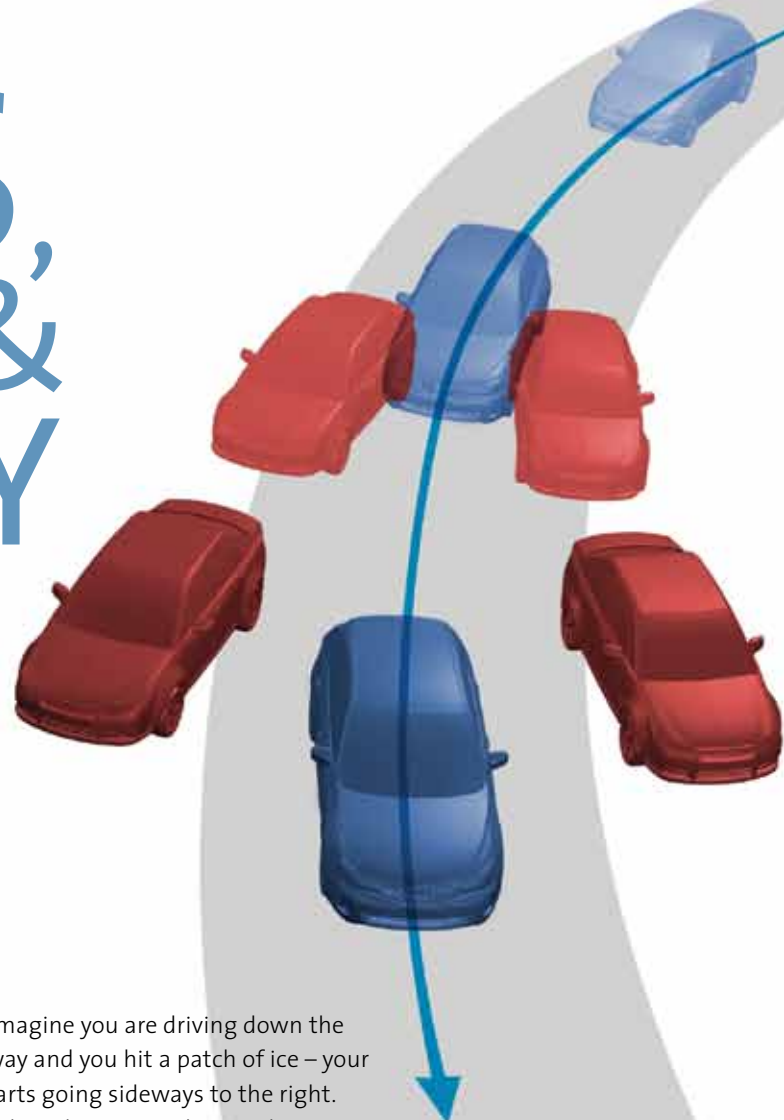
The computer may also reduce engine torque if it believes you are pressing too hard on the accelerator pedal to maintain control. All of this corrective

action slows down the car, thereby making it is easier for you to control.

You can imagine this scenario playing out with pretty much any slide. Applying brakes individually, reducing engine torque and locking the AWD system can pull you out of most minor loss of control situations.

However, the laws of physics still apply and if you're driving far too quickly to negotiate a corner – especially in slippery winter conditions – even VDC may not be able to come to the rescue.

The lesson here: Always drive according to road and weather conditions!



DID YOU KNOW?

AWD doubles your traction and improves control in all weather conditions. ABS and VDC will help you maintain or regain control. However, all these cannot work at their best if you don't have the right tires.

Winter tires should not be considered optional in Canada, they should be mandatory. And in the long run, they don't really cost much more than if you used your all-season tires all year. If you keep your vehicle for more than five years, you will likely go through two sets of tires. Why not make one of the sets winter tires and reap the benefits of added safety in snowy and icy conditions? If you don't keep your car for five years, you can sell the tires and regain part of your investment. But ultimately you can't put a price on safety and winter tires can help stop you from using another safety feature – the airbags!



DID YOU KNOW?

Your Subaru Dealer has state-of-the-art testing equipment that can let you know if your car battery is able to survive the winter and not leave you out in the cold.

Every Subaru comes with a free three year CAA Membership, however, no one likes the feeling of being stranded no matter how efficient CAA's battery boosting service proves to be. Your Subaru Dealer now has equipment that will quickly test your battery and charging system to make sure it won't leave you in the cold this winter. (In this day and age, your time is your most valuable asset and no one has time for a dead battery!) The tester will also give you a printout so you can keep an eye on your battery's condition from year to year and know when it is time to replace it.

DID YOU KNOW?

Subaru offers service specials to help you get your car ready for winter and summer.

We've been offering service specials for quite a few years now and many customers wait for these with great anticipation. If you have not received this latest service special brochure, please give us a call at 1-800-894-4212 or go to our website where you can download the information.

As a matter of fact, if you have not been receiving our service special announcements, we would like to hear from you to make sure we have you on our mailing list.



DID YOU KNOW?

Subaru.ca hosts a wealth of information to help you keep your Subaru in top-notch condition. Visit the "Owning a Subaru" section today to find out more on the following:

- Service specials
- Proper maintenance schedule
- Warning lights tips
- Subaru C.A.R.E. - CAA Roadside Assistance
- Subaru Protection Plan coverage

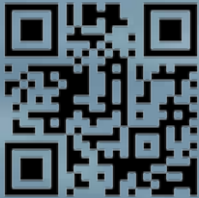
Return undeliverable Canadian addresses to:

SUBARU CANADA, INC.

560 Suffolk Court
Mississauga, ON
L5R 4J7

1 800 876-4AWD
www.subaru.ca

PUBLICATION AGREEMENT
40843047



Environmental Management System (EMS) ISO 14001:2004 certified by SGS.

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2



3



4



5



1



6



7



8

1. Bike carrier
2. Cargo area net
3. 17" alloy wheels
4. Body side moulding
5. Ski/snowboard carrier
6. Trailer hitch kit
7. Sport grille
8. Rear bumper underguard



A Subaru PZEV (Partial Zero Emission Vehicle) creates nearly zero smog-forming emissions. That's less than some hybrids. Yet it runs on regular unleaded gas, has no complicated battery pack to maintain or replace and still offers exhilarating Subaru performance. Learn more about this affordable, no-compromise, eco-friendly alternative at subaru-pzev.ca

Subaru PZEV vehicles are available within Outback and Legacy model lineup.

HOW FAR DO YOU HAVE TO GO TO REDUCE SMOG?



2009 Legacy PZEV (available in Sedan or Wagon)



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