

Subaru Canada, Inc.

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www.subaru.ca

One car company designs and engineers every vehicle to keep you safe and in control to meet the varying demands of Canadian driving conditions. One car company builds every single vehicle from the ground up with the superior traction and control of All-Wheel Drive. One car company has over 30 years expertise, developing and refining an advanced symmetrical full-time All-Wheel Drive system... Subaru.

Subaru is passionate about every vehicle it builds. Behind every design, you'll find exceptional engineering delivering an outstanding balance of power, control and safety. Every vehicle is built to exacting standards to ensure confidence and driving satisfaction. It's this labour of love that has earned us unrivaled customer loyalty and has defined Subaru in powerful terms. Security, Performance, Comfort and Adventure - It's how Subaru meets the everyday challenges of driving in Canada.



The Subaru Privacy Mission Statement

Subaru Canada, Inc. respects your right to privacy. Any information you supply to us is strictly guarded and will be used solely to help us serve you better. We do not sell our owner mailing lists. On occasion, however, we do partner with reputable companies that we feel are of interest to our owners in order to provide you with value-added products and services.



Six Star Review

THE MAGAZINE FOR CANADIAN SUBARU OWNERS
Fall 2003

Visit the *Wine Districts*
of *Canada*

A Taste of the Nation

Behind the Wheel

Owner's Spotlight

Previews

News

Tech Talk

After-Sales Programs

Accessories

Cool Stuff



60 F 28 H 5140/2 8 220



30 F 28 H 5140/2 8 220



LANCE ARMSTRONG

16

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LANCE ARMSTRONG



You don't have to be a superhero to fly.

Catch your second wind. And your third and fourth wind.

04572 8 220

41 H

30 F110



IMPREZA WRX STI

Introducing the rally-inspired Impreza WRX STI. With an ultrahigh-performance Symmetrical All-wheel Drive system. And an amazing 300-horsepower turbocharged boxer engine. It keeps you glued to the road. But you'll swear that you're flying.



The ABC's of Safety: Air bags. Buckle up. Children in backseat.

04572 8 220

41 H

30 F110



TURBO FORESTER 2.5 XT

Always have a power reserve. Like in the Forester 2.5 XT. It's got a 210-horsepower turbocharged boxer engine. And the traction and agility of Symmetrical All-wheel Drive. It can give you confidence while in the pack. Or the power to just leave them behind.



The ABC's of Safety: Air bags. Buckle up. Children in backseat.

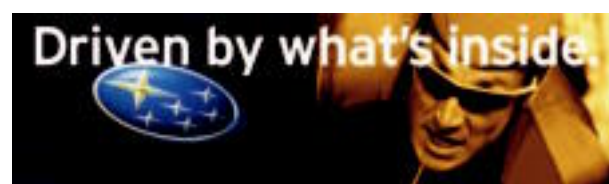


The Subaru Canadian Triathlon Challenge

Subaru Canada, a long-time sponsor and supporter of triathlon in Canada, is presenting a "Challenge" series in Ontario and Quebec for the 2003 racing season - the Subaru Canadian Triathlon Challenge. Three races make up the series and include the Muskoka Long Course Triathlon (June 15, 2003) 2 km swim, 55 km bike, 25 km run; the Guelph Lake Olympic Distance Triathlon (June 22, 2003) 1.5 km swim, 40 km bike, 10 km run; and the St. Agathe Quebec Short course Triathlon (August 10, 2003) 1 km swim, 35 km bike, 8 km run. All three races will be televised later in the year on Rogers Sportsnet.

Professional triathletes from Canada and beyond will compete for a total of over \$23,000 in prize money with over \$5,000 up for grabs at each event and the series winners sharing in an additional \$8,000 in the grand prix prize money. Age Group competitors will also vie for series points to claim bragging rights as the Subaru Canadian Triathlon Challenge winners.

Driven by what's inside New Subaru Advertising for 2003



What represents an enduring passion? The passion to be the best at whatever you do - to focus on a goal and go for it. Subaru has a goal to achieve, new and exciting challenges with aggressive new products, innovative technology and support that can only be described as incredible.

Subaru Canada is very proud to have Lance Armstrong, 5 time Tour de France Champion, as a spokesperson for the 2003 advertising programs. Lance demonstrates all the qualities that mirror our lineup of Subaru vehicles. He is an individual that can speak to the toughness of the Outback. He has the driving performance and exhilaration of the

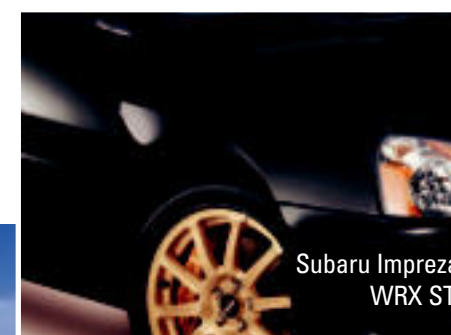
WRX, combined with the control and balance of the safety-conscious Subaru Forester for 2004. Lance is a proven winner just like the winning attitude of our Subaru WRX Sti.

The 2003 advertising campaign is a statement about our dealer network and our support teams all across Canada that are dedicated to ensuring you enjoy the Subaru ownership experience. The campaign speaks to you, the Subaru owner, who shares our passion for excellence and is, like our vehicles, driven by what's inside.



CALENDAR OF EVENTS

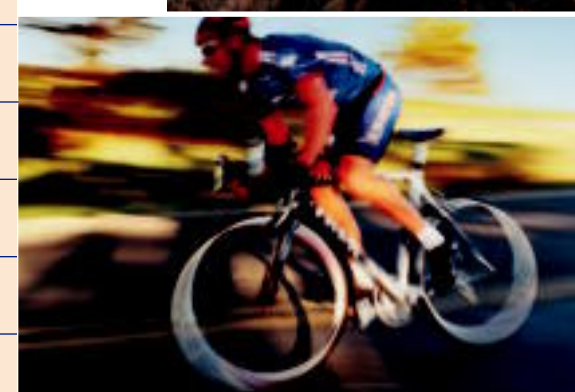
Subaru Ironman Canada	Penticton, BC	August 24th
Subaru Triathlon Race	Guelph Lake, ON	August 30th
Rally Australia	Australia	September 3-7
Rallye Defi Ste-Agathe	Ste-Agathe, QC	September 5-6
Targa Newfoundland	Tarmac Rally	September 13-20th
Subaru Triathlon Race	Niagara-on-the-Lake, ON	September 20
Rallye Sanremo	Italy	October 1-5
Tour de Corse	France	October 5 - 19
Rallye International de Charlevoix	La Malbaie, QC	October 20 -26
Rallye Catalunya	Spain	October 22 - 26
Rally of Great Britain	England	November 5 - 9
Rally of the Tall Pines	Bancroft, ON	November 22 - 23



Subaru Impreza
WRX STi



Fabulous
Canadian Wines
- Bring on the
Gold Medals!



Lance Armstrong,
Pedaling Subaru

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Ted Lalka

BEHIND the WHEEL

Ultimately the worth of any automobile company's brand image comes down to the cars it builds. You can create the strongest advertising on the planet and build marble palaces to show your cars, but in the end, if the vehicles aren't first-class, you can't achieve a first-class image.

At Subaru we have always prided ourselves on engineering and building first-class automobiles in a wide price-range. While it is true that "you get what you pay for," it does not mean that you have to pay an outrageous sum of money to get excellent quality.

During the next couple of years you will see an almost constant parade of top-quality new products coming from Subaru. A redesigned Impreza, the highly acclaimed WRX STi, the Forester 2.5XT, Legacy L Premium, Outback Premium, and Outback H6 - 3.0 Anniversary Edition will all hit the streets this year. Next year expect a full model change to the Legacy and Outback lines, and finally, in 2005 we'll introduce an all-new multi-passenger vehicle.

It's going to be a whirlwind of excitement, so hang on for the ride. For the time being, though, we'd like you to sit back and enjoy this issue of the *Subaru Six Star Review* at a bit more leisurely pace. If you enjoy wine, our feature story on the Canadian wine industry will have you heading out to wine country to get your hands on the best bottles in the country and enjoy the culture of these great communities.

Look for details in Product Previews about the new Subaru models due out this year, and read about Lisa Bentley, Ironman Champion and Subaru driver in Owners' Spotlight. Check out lots of great information in Subaru Tech Talk and Subaru Parts and Accessories. And, of course, we'll have lots of Subaru updates in Cool Stuff.

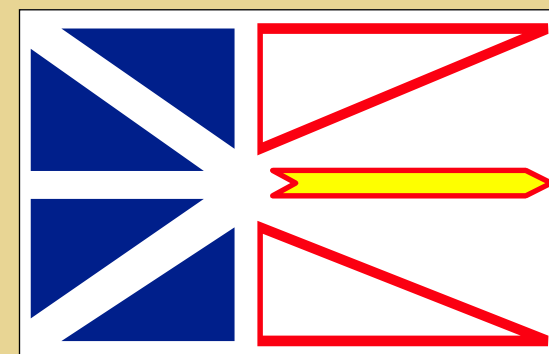
We hope you'll enjoy the ride and enjoy your summer.

Ted Lalka
Vice President, Marketing



Patrick Richard was born in Quebec and resides in Vancouver. He began rallying in mid-1999. His rapid rise to success since then includes 2 North American and 3 Canadian class championships, including the 2002 Overall Canadian Championship and the 2002 North American Group N Championship with Subaru Rally Team Canada.

Please see the calendar of events for upcoming races or visit our Web site at www.subaru.ca. Watch the Canadian Rally Championship on Sportsnet starting this July.



The Ultimate North American Tarmac Rally - Only in Newfoundland!

The Targa Newfoundland Rally is unique to say the least! It will all take place in beautiful Newfoundland!

Targa Newfoundland is the ultimate motorsport adventure – an experience of a lifetime. The rally involves seven days of competition over 500 kilometres of closed roads within a 2,000 kilometre route through some of North America's most fabulous scenery.

We've Got Class!

Targa Newfoundland is comprised of 2 distinct competitions along the same route – Targa Class is for a performance competition for fully prepared street legal vehicles on closed, paved roads. The vehicles are divided into four classes – Historic (1900-1946), Classic (1947-1976), Modern (1977-Current) and Panamericana (1900-Current).

The Touring Class is for any make and model of street legal vehicle (1900-Current) and requires applications such as time, speed, distance, style competition, crew and vehicle preparation and basic safety equipment. Sounds like fun for everyone!

Subaru Canada's Atlantic Region Manager and Subaru Rally Team Canada member John Paynter will be among those participating in the event – we wish him and his team well and safe driving.



Ironman is a Woman

Lisa Bentley is the third-ranked Ironman woman triathlete in the world. Since being sponsored by Subaru Canada, Lisa has won numerous races throughout the world including the New Zealand Ironman, Ironman Australia, and the Pucon, Chile half Ironman. Lisa was 2nd overall woman last year at Subaru Ironman Canada and will be competing in Ironman Canada again this August in Penticton, B.C.

Watch for Lisa Bentley and all of her Canadian teammates at the Subaru Ironman Canada, August 24th in Penticton BC. Here, athletes will swim 3.86 km, bike 180.2 km and run 42.2 km, all in a day's work.

For more information check out www.ironman.ca

Subaru Woman's Triathlon Development Team



For the third year now Subaru Canada has provided sponsorship to some of the finest female short course triathletes in Canada. This year Natasha Filliol, Kathy Tremblay, Alicia Kaye and Leigh Tynan will each receive support from Subaru Canada to help offset the cost of their training and racing expenses. All four women are

intent on representing Canada in future World Championship and Olympic competitions and race routinely throughout the world chasing national team qualifying points.

On behalf of everyone at Subaru Canada, we wish our sponsored athletes and all triathletes the best of luck and success in their 2003 racing season.



COOL STUFF

The Race is Heating Up in Canadian Rallying

It's going to be a tight race this year in the 2003 Canadian Rally Championship. The Subaru Rally Team Canada scored their first double podium victory of the 2003 season in May, with Tom McGeer/Howard Davies and Pat Richard/Ian McCurdy taking first and second overall at the 30th Anniversary Rocky Mountain Rally. The Richard/McCurdy team was racing for only the second time in their 300 hp WRX STi.



With back-to-back wins in Alberta in May and at the Pacific Forest Rally in Merritt, B.C. in June, McGeer is now looking at the possibility that he may be able to mount a bid for his 6th Canadian Championship title. Richard, the defending Canadian Champion, is nipping at his heels, and with his new STi, is mounting a hard challenge. Richard further tightened up the championship race with a win at the Rallye Baie Des Chaleurs in New Richmond, Quebec at the beginning of July.



Subaru and Patrick Richard Partner for "Team Canada" in the 2003 World Rally Championship

Patrick Richard, the reigning Canadian and American Group N Rally Champion, recently announced that he is partnering with Subaru Canada for the 2003 World Rally Championship. Subaru Canada will provide product and technical support. Patrick's venture into the world rally scene is the first ever by a Canadian.

Subaru has been supporting rally in Canada for the past 10 years, so this is a natural progression. The partnership guarantees that Patrick will be contesting the World Rally Championship in a Subaru, a car that he has successfully won with in North America. Together - Subaru Canada and Patrick Richard and his team will now be putting the World Rally Championship efforts in the eyes of Canadians.



"Being able to take the team and the car that I know to the WRC is a major step for the sport back at home," commented Richard. "People can identify with the program that Subaru Canada is supporting. Most importantly, I can count on my team 100%, which will make the difference between finishing in the points versus just finishing."



Lisa Bentley

Lisa Bentley is a Canadian superstar athlete and a defending Ironman Champion. She also drives a Subaru. This past April, Lisa won her second consecutive Ironman Australia. Lisa was kind enough to take time out of her training schedule to talk to us for Owners' Spotlight.

Q. How did you first become interested in such an extreme kind of racing?

A. I raced Olympic distance triathlons from 1989 to 1997 - that is the short distance of 1.5 km swim, 40 km bike, 10 km run. I made the Pan-American Games team in 1995 and really wanted to make it to the Olympics. But the sport changed in 1995 - they made the bike a draft-legal event and that change really affected my performance and my love of the short distance. I decided then that I would give the longer distance a try since it was more of an individual battle and the bike portion had remained non-draft legal. I loved to train all day and the Ironman is basically a race that lasts all day. What could be better?

Q. There must be many great events in your racing career. Are there any in particular you can share?

A. My first Ironman win was the most special because it is all I really wanted out of my career. I travelled to Australia to train for 6 weeks before the race.

Q. What are your long-term plans?

A. I am racing year to year right now. I would like to get on the podium at the World Championships in Hawaii in October.

Q. You drive a Subaru. Which model?

A. I am currently driving the Forester 2003 model. Sometimes I want to be sporty in a Forester and sometimes I want to be more settled in an Outback. I love the drive of the Outback, but I feel like a rebel in the Forester.

Owner's spotlight

I drive to a lot of races and I cannot imagine driving a car that did not provide the safety of all-wheel drive. I have driven in some major snowstorms and I am proud to say that I haven't slid once and I have always been in complete control when driving my Subaru. Of course, you still have to be a smart driver, but the car performs exactly the way a Subaru should.

When I race in New Zealand or Australia, I get to drive a Subaru during my visit.

Q. Any interesting driving stories you can share?

A. It is always interesting driving on the other side of the road in New Zealand or Australia.

LISA BENTLEY'S RECORD:

4 Ironman Victories:

Ironman New Zealand 2000 and 2001 and Ironman Australia 2002 and 2003.

Best Finish:

Ironman World Championships in Hawaii - 6th place in 2000 and 2002. Lisa holds the marathon record at two Ironman races - Ironman New Zealand 1999 in a time of 3:01 and Ironman Australia 2003 in a time of 2:58.



Product Previews



2004 SUBARU WRX STI

Rally Bred. Road Tempered.

Picture miles of gravel roads, twisting bends, open straight aways, treacherous mountain passes and hairpin corners. It's a scene that would make the everyday driver cringe, but not a true driver. Our experiences on the rally circuit have always found their way into our consumer automobiles, but never so literally as the new 2004 Impreza WRX STI. Purely for the performance automobile enthusiast, the WRX STI is a road legal translation of the heralded Subaru WRC car, yet is civilized enough for everyday driving – it's the sports car you always wanted, but thought you'd never be allowed to own.

Awesome Performance.

Behind the WRX STI's purposeful and distinctive new front end beats a mighty 4-cylinder, 2.5 litre turbo engine. Perfected and honed by Subaru Tecnica International (STI) – the same engineers who develop the powerplants used in Subaru's WRC cars.

The results are stunning. The STI's engine is capable of generating 300 hp @ 6,000 rpm and 300 lb-ft of torque @ 4,000 rpm while pulling 0-100km/h in well under 5 seconds. Despite these impressive figures, the 2004 WRX STI has actually earned a low emission vehicle (LEV) rating.

Complete Command. Total Comfort.



The moment you open the driver's door to the cockpit, you know where the WRX STI is coming from. A rich combination of deep blues and metallic highlights echoes the rally car mystique, because everything about this interior has been designed and coordinated to breathe high performance from every pore, and make the WRX STI totally individual. Enjoy the dexterity offered by the smaller, specially crafted 375mm 3-spoke steering wheel with silver ring-shaped racing style accents and the support of ergonomically correct special bucket seats.



Shift into High Gear

Your love of Subaru doesn't have to end at the curb. Bring it wherever you go with Subaru Symmetry, a custom line of premium Subaru branded merchandise. From stylish leather jackets and casual wear to highly realistic die-cast scale models, there is sure to be something that fits your lifestyle, including authentic STI® and SWRT® branded clothing and accessories. Check out the selection at your local dealer and get in gear with Subaru Symmetry today!



SUBARU
SYMMETRY

Products and availability may vary at each Subaru dealership. See your dealer for details.

GETTING DOWN TO BUSINESS\$

So, has all of this talk convinced you that if you haven't tried Canadian, you should give it a whirl? Perhaps you are even thinking of starting your own wine cellar and putting some bottles down for the future? Tony Aspler suggests, "Drink the white, put the red down." And, he emphasizes, make sure you buy two bottles of everything you put down because if you love it, you'll kick yourself for not having more.



wines are available at the winery stores themselves. Why? It comes down to simple economics - wineries make a great deal more per bottle if they sell it themselves than if the government sells it for them.



Your biggest challenge will be in deciding what to buy. John Howard, of Vineland Estates Winery, recommends that since last year was such a great vintage, simply ask the winery what their best reds and whites were for 2002 and snap them up. What could be simpler? Of course, everyone will have their own tastes so the best advice anyone could give you is: sample, sample, sample!

WINE AND FOOD: IF ONLY MARRIAGE COULD BE THIS SMOOTH!

When it comes to pairing wine with food, everyone seems to have an opinion. Wine expert Felicia Sherbert put one of the user-friendliest responses to this age-old question together. We found it at - where else - www.wineanswers.com.

<<http://www.wineanswers.com>>

This same Web site also has a great pop-up menu to help you pair wine with food.

"1998, 2000 and especially 2002 were all great years for winemaking," says John Howard from Vineland Estates. But, before you head off to your corner purveyor of liquor, you should know this: The best Canadian wines are not in your local liquor store - the very best Canadian



Safety First – Always.

Active safety and accident avoidance have long been a feature of Subaru AWD systems. Now, the WRX STi takes this inherent protection policy much further. Huge Brembo discs with 4-sensor/4-channel Anti-lock Braking system and Electronic Brake-force Distribution make sure that braking forces are distributed evenly as you steer away from potential sources of danger. An advanced Ring-Shaped Reinforcement Frame encircles driver and passengers in a steel cage to defend against impact from any direction. SRS* Dual airbags are standard while seatbelts have electronic pretensioners and load limiters in front, with 3-point belts to the rear. ISO-FIX child seat mounts and anchors are included, as is an impact-reducing type brake pedal to lessen the possibility of lower limb injury in the event of a frontal collision. But that's not all. Impact-absorbing protection is built into the collapsible windshield wipers that reduces injuries in the instance of pedestrian accident.

**SRS = Supplemental Restraint System. Most effective when used in conjunction with seatbelts.*

INTRODUCING THE NEW TURBOCHARGED 2004 FORESTER 2.5 XT

It Blurs More Than the Scenery.

It blurs the very definition of a compact SUV. The 2004 Forester 2.5 XT represents a new breed of vehicle. A vehicle that combines the turbocharged spirit of rally racing with real world versatility and safety. Subaru has always prided itself on innovation. The Forester 2.5 XT is no exception. Combining a new 4-cylinder, 2.5 litre, Intercooled Turbo Engine with Subaru's legendary traction and control, the Forester 2.5 XT doesn't drive to the head of the class, it roars into a class all its own. With its 210 horsepower, an advanced lightweight body structure and 236 lb-ft of torque, the Forester 2.5 XT accelerates from 0-60 mph in under 6.0 seconds, leaving the competition in the dust.

Like every Subaru, the Forester 2.5 XT is built with features such as full-time All-Wheel Drive and highly advanced safety technology. A spacious cargo area is ideal for everything from camping gear to hockey equipment. The Forester 2.5 XT is perfect for off-road adventures and touring the downtown core. Whether you're hugging corners along rough cottage roads or cruising down the open highway, one thing is abundantly clear: the new 2004 Forester 2.5 XT is going to move you.



2004 Subaru Forester 2.5 XT



SUBARU UNVEILS B11S CONCEPT CAR

The Subaru B11S was recently unveiled at the International Geneva Autoshow. Like every Subaru, the B11S features superb driving performance, Subaru's Symmetrical All-Wheel Driving System in combination with a horizontally-opposed boxer engine.

The B11S Design Concept

The Subaru B11S pursues the concept of Gran Utility Turismo, which embodies the perfect blend of sporty driving, comfort, functionality and elegance. It features an attractive styling package to reflect Subaru's technological strengths, such as the horizontally-opposed engine and Symmetrical AWD system; and driving performance equivalent to a high performance sports car for the enthusiast.

The Exterior Design

Composed of sophisticated flowing curves, the exterior is elegant and sleek. The front reflects the turbine of a small jet plane and the freedom of flying. The side doors open like gates and latch in the middle without a conventional B-pillar, an arrangement that facilitates access to the back seats and makes the interior room seem even more spacious.



The B11S "Showin' Off" at the 2003 Geneva Motor Show



Developed specifically for the B11S, the frosted glass roof provides an open-air feeling, as in a convertible, and creates a soft, natural light inside. The unique glass roof design was inspired by the design and construction of traditional Japanese umbrellas.

The Interior Design

In contrast to the white pearl body colour, the interior is Subaru's signature blue. The total effect is elegant but understated, reminiscent of Japanese interior décor and its subtle attention to detail. The interior provides comfortable space for four passengers and the folding back seats allow easy access to and from the trunk for luggage.



Driving Performance

The B11S concept is equipped with a new horizontally-opposed, 6-cylinder engine, which is still under development. Design goals include twin turbo-charged power, the exceptional low-and-mid range torque and plenty of power - 394 horsepower and 398 lb-ft of torque. A strong emphasis will also be placed on minimizing both fuel consumption and emissions.

The AWD system will feature a 5-speed automatic transmission with VTD Torque Distribution. This sophisticated All-Wheel Driving System enhances vehicle stability. The addition of VTD means that torque can be split between the front and rear wheels as needed in response to the road conditions.

Saul once said, "Canada has 30 percent of the world's fresh water, Europe the most polluted water tables in the world, yet we drink imported bottled water from France. We've lost our sense of reality." When it comes to wine, he is more than realistic. "This is a watershed moment for the Canadian wine industry. Its emphasis on quality and on continual new plantings mean that the real possibility of a serious export market is at hand," he said. "Through our



Mission Hill Family Estate Winery

events at Rideau Hall, bringing ambassadors to the festivals and including wine delegations in our state visits, we are trying to make that possibility a reality."

And, it seems, the reality is here. Ingo Grady makes his living at Mission Hill Estate developing markets for Canadian wine in other countries. His winery currently sells to 23 export markets, including Scandinavia, Switzerland and Germany. They even sell into Russia duty-free. Ironically, Mission Hill is more successful selling into Europe than they are in selling to our neighbours to the south. "Europeans are much more open-minded with respect to wine," says Grady. John Howard from Vineland Estates adds, "Americans tend to purchase wine made in the U.S. They have a very patriotic allegiance to their own products."

BRING ON THE GOLD!

Another winery that is setting the bar high is Vineland Estates Winery in the Niagara Region. The winery just made history by winning the top overall award, the "Premio Speciale Grand VinItaly 2003" award at the international competition VinItaly, held in Verona, Italy. They were chosen number one from 3,858 exhibitors from 24 foreign countries. This is the first time a Canadian winery has ever won this award.



DRINK IT ALL IN ON THE WEB

- Want to know more about wine? Try the Wine Dictionary at www.eat.epicurious.com/drink This site has some of the best recipes in the world! [<http://www.eat.epicurious.com/drink>](http://www.eat.epicurious.com/drink)
- Another great wine-lover's site: www.TonyAspler.com Not only does Tony review many, many wines from Canada and around the world, but he also helps you choose which wine goes best with which food. [<http://www.TonyAspler.com>](http://www.TonyAspler.com)
- Want to discover some of those Niagara wines and you don't have time to get to the winery? Many wineries offer online sales of their wines. To find an extensive listing of Canadian wineries, visit www.canwine.com [<http://www.canwine.com>](http://www.canwine.com)
- From there you can search around for wineries that sell their wares online. If you're in the Greater Toronto Region, you can do one-stop shopping from a number of Niagara-area wineries through www.winerytohome.com. Well-known wine reviewers rate most of the wines listed. [<http://www.winerytohome.com>](http://www.winerytohome.com)
- Take an online trip through Ontario's wine country at www.wineroute.com, a great site to plot your strategy. [<http://www.wineroute.com>](http://www.wineroute.com)
- Visitors are welcome to visit Ontario wineries located in Niagara Peninsula, Southwestern Ontario, Pelee Island and North Toronto. For a free copy of The Official Guide to the Wineries of Ontario 2003, consumers may call 1-800-263-2988 or 905-684-8070 ext. 10 or email The Wine Council of Ontario at: wcinfo@wineroute.com [<mailto:wcinfo@wineroute.com>](mailto:wcinfo@wineroute.com)
- Looking for a different sort of adventure? Why not try The Wine Country Cooking School - located within Strewn, an estate winery minutes from the beautiful town of Niagara-on-the-Lake. Check them out at www.winecountrycooking.com [<http://www.winecountrycooking.com>](http://www.winecountrycooking.com)
- For the B.C. wine industry, visit www.bcwine.ca, a great site that features information on the wines, the wineries, wine festivals and a listing of tour companies that offer wine tours by car, bus, train and even bicycle. [<http://www.bcwine.ca>](http://www.bcwine.ca)



a reputation as the unofficial ambassador for Canadian wines. Anyone you speak with in the wine industry will tell you that his devotion to Canadian wines has done just about as much to put the industry on the map as have Icewines.



It was under Saul's orders, that the wine cellars at Rideau Hall were made 100% VQA Canadian wines. Rideau Hall's Contracting Officer, Pierre Laframboise, who must, quite frankly, have one of the greatest jobs in the world, is responsible for assisting Saul in stocking the cellars. As he says, "we use the very best of Canadian wines. Like in everything we do, we want to put our best foot forward and Canada has a number of outstanding wines that allow us to do that."

The B.C. wine industry is focused in the Okanagan Valley, which shares a lot of its geographic and climatic characteristics with the Champagne region in France and the Rheingau region in Germany.

BC Boasts Nearly 25 Wineries!

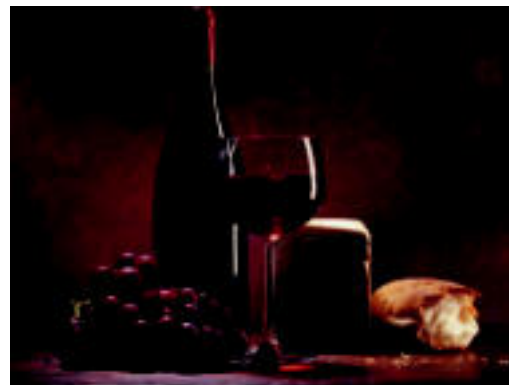
A great deal of effort has gone into refining the production of wine in recent years. Back in the seventies, there was not a huge interest amongst Canadians for wine. Now, Canadians are great wine consumers and many are



working hard to further the word about the quality of Canadian wines. No one has done more to help the industry than His Excellency John Ralston Saul, husband of Governor General Adrienne Clarkson. Saul has developed

WHAT MAKES A GREAT VINTAGE?

The combination of a long growing season, the right mixture of sunshine and rain, and grapes that ripen fully on the vine make a great year for wine. But, to take full advantage of those conditions, leaves must be kept to a minimum and in August, grapes need to be thinned in order to put more of the plant's energy into every remaining grape, concentrating the flavour and, in the end, the flavour in the wine.



Subaru News

Lance Armstrong - We're Happy He's Pedaling Subaru

You have probably noticed by now that Lance Armstrong is the new face of Subaru. You likely know who he is. Even if you don't follow the sport of cycling you probably know that Armstrong has won the Tour de France five times in a row. He has been called an unstoppable machine engineered like no other - someone who no obstacle can overcome. He personifies the very qualities that define the Subaru brand - he's "driven by what's inside."

The ride for Lance Armstrong has been fast, but it has also been bumpy. This athlete, who was named both *Sports Illustrated* Sportsman of the Year and Associated Press Male Athlete of the Year last year, is also a cancer survivor. In October 1996, the already successful rider was forced off his bike by excruciating pain, which turned out to be advanced testicular cancer that had spread to his lungs and his brain. In a press conference that same month, he swore to the world that he would beat this obstacle and return to racing. He not only kept his word when he returned to the sport in 1998, but a year later the world embraced him when he won his first Tour de France title.

"Cancer made me stronger," said Lance during last year's Tour de France race. He works hard to motivate others suffering with the disease to persist with the pain of chemotherapy and the other treatments required to kill off cancer.



Sports Illustrated's Rick Reilly wrote, "Lance Armstrong is more than a bicyclist now, more than an athlete. He's become a kind of hope machine... they read his book, plug into his story, let him block the wind. They see a man who once sat around the same chemo rooms as theirs breaking tapes on the tops of Alps. He welcomes it. He wants to lead them. He calls it 'the obligation of the cured.'"



And every time he rides, he feels like they ride with him."

Now, Armstrong is lending his winning form to Subaru. There are those who have asked: Should a bike champ be peddling a car? "You can't ride a bike everywhere you go," Armstrong told *USA Today*. "If you want to go hiking in some out-of-the-way mountain canyon, you'll probably need a car to get there."

Subaru is extremely honoured that this unbelievably successful, and more importantly, this incredibly brave athlete has chosen the Subaru brand to stand behind. At Subaru, the way we look at it, anyone who can win the 3,350 km Tour de France even once is someone who pursues life with the same great passion that we do.

10th ANNUAL SUBARU TODDLE FOR TOTS

Subaru Canada, Inc. and Toronto's Ronald McDonald House invite you to attend the 10th Annual Toddle for Tots fundraiser at the Toronto Zoo on Saturday, September 27, 2003. Subaru Canada, Inc. has had a long and successful partnership with Toronto's Ronald McDonald House and is the Presenting Sponsor for this fun family event. For more information, please call the Totline at 416-977-0458 ext. 5000 or visit the Web site at www.rhmtoronto.org.



Subaru After Sales Program

In our Winter 2002 issue we reviewed the many benefits of the Subaru Protection Plan for new and near-new vehicles (vehicles still with 36 months and 60,000 kilometres from original in service date), which provides Subaru owners with a hassle free ownership experience.

Subaru recently enhanced the new vehicle ownership experience to pre-owned Subaru buyers, with the introduction of the Subaru Certified Pre-Owned Vehicle program. This program encompasses many of the benefits of the Subaru Protection Plan to provide owners with a trouble free and pleasurable ownership experience, now and into the future.

If you have friends or family that are in the market for a good pre-owned Subaru, you can now refer them to your local Subaru dealer for their upcoming purchase. The Subaru Certified Pre-Owned Vehicle Program was developed to provide every buyer with the following 4 key benefits:

- Inspection by a Subaru factory trained technician
- Minimum of 3 month/5,000 kilometre Subaru Certified Pre-Owned Vehicle Protection Plan
- Subaru Care Services membership package
- 10 day/1,000 kilometre exchange privilege plan

THE SUBARU CERTIFIED PRE-OWNED VEHICLE PROGRAM

The Subaru Certified Pre-Owned Vehicle Program is designed to provide peace of mind when purchasing a pre-owned vehicle; however, the benefits do not stop there. The Subaru Certified Pre-Owned Vehicle Program also offers many of the benefits of the Subaru Protection Plan program. Here are some of the additional benefits:



- Provides inflation protection for parts and labour costs
- Provides budget protection - reduces unexpected repair bills
- Rental allowance when your vehicle is kept overnight for covered repairs
- Program tailored to your driving needs with many time and kilometre options - you may purchase an extension to the 3 month/5,000 kilometre base Protection Plan
- Coverage for wear and tear on covered components
- Can increase resale value of your vehicle
- Keep your Subaru vehicle original with Genuine Subaru parts

If you are considering purchasing a Subaru Protection Plan and your Subaru vehicle is still within the 36 month, 60,000 kilometre complete warranty period, we have the protection to provide you with peace of mind. Consider it "Health Coverage" for your Subaru vehicle. Your Subaru Retailer will be pleased to review the program parameters and benefits they offer you.



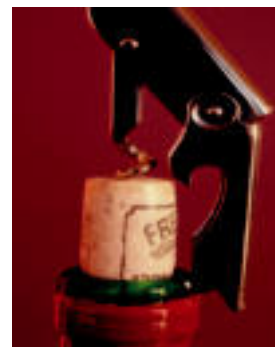
WHERE WE'RE AT

The Canadian wine industry is heavily concentrated in Ontario and British Columbia with about 82% of manufacturing shipments coming from Ontario and the other 18% from BC. Nova Scotia also has some production; however, for the most part, wines that are made in the province are also consumed there.



The Société des Alcools du Québec is the largest bulk buyer of wines in the world - yes, that's right - the world! The wine industry in Quebec is very different than in Ontario or BC, though. There, they purchase refrigerated grapes, juice or juice concentrate and then ferment it. Finished wines from Europe, California or South America may then be added to create blended wines.

There are about 170 winery establishments across Canada producing wines from over 15 million vines. The first commercial winery in Canada, Vin Villa, was established on Pelee Island in 1866. The remains still stand today. Until the late seventies, most of Canada's production was high-sugar wines like sherries and ports. In the mid-eighties, wineries began to realize that Canadian consumers were ready for wines that were a bit more sophisticated and began to introduce wines made from hybrid and vinifera grapes. The advent of the Free Trade Agreement and the



elimination of preferential treatment for domestic wines also meant that Canadians had to think more competitively when it came to producing wine.

By the late 1980s, Canadians had jumped on the wine-loving bandwagon and wineries were popping up all over. The Ontario wine industry, realizing that it had a good thing and wanting to make it even



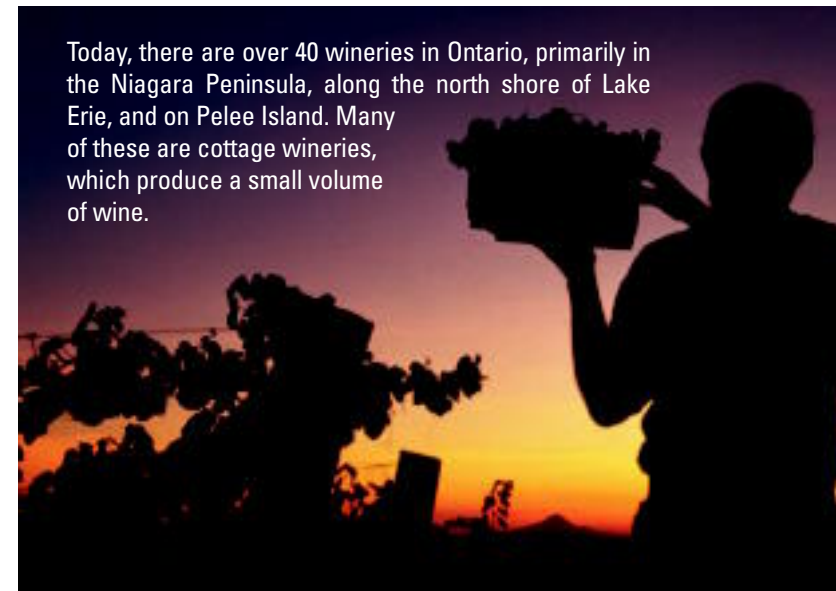
VQA: Vintner's Quality Alliance

better, introduced the Vintner's Quality Alliance (VQA) and established its rules and regulations based on the French AOC, Italian DOCG and German QMP rules systems. If you purchase a wine that bears the VQA medallion, it means the wine meets all the requirements of the VQA including being made one hundred per cent from Ontario-grown grapes, plus it has passed a blind taste test conducted by an independent VQA tasting panel. (By the way, remember those vitis labrusca grapes they used in Baby Duck? One VQA rule states - NO VITIS LABRUSCA GRAPES in a VQA wine!)



Vineland Estates

Today, there are over 40 wineries in Ontario, primarily in the Niagara Peninsula, along the north shore of Lake Erie, and on Pelee Island. Many of these are cottage wineries, which produce a small volume of wine.





Fabulous **CANADIAN** Wines

Goodbye, Baby Duck

Bring on the Gold Medals!



Joe Clark once said, where possible, Canadian wine should be served at Departmental, Embassy and Canadian functions. Well, that was then, and as Ingo Grady, Director of Market Development at Mission Hill Family Estate winery in B.C. says, "we've come a long way baby!"



Today the Canadian wine industry

produces over 87 million litres - a lot of which is really great wine. In fact, the industry has come so far that, forget serving Canadian wine where possible, at Rideau Hall, the official residence of the Governor General of



Canada, the entire wine cellar is stocked 100% with excellent quality VQA Canadian wines.

During the past couple of decades the industry has really raised the bar on quality. Much of that transition can be attributed to the grapes that we now grow. Anyone will tell you - better grapes, better wine.



Vitis vinefera is the species of grape native to Europe. They produce the wines we all know and love - Riesling, Chardonnay, Cabernet Sauvignon, Pinot Noir, Gamay, Merlot, and Cabernet Franc. John Howard, owner of Vineland Estates Winery in the Niagara region, credits the access to European grapes

as the big turning point in the history of Canadian winemaking. "There is no domestic supplier of high-quality, European vines so we are able to import the greatest baby grapevines in the world, directly from France, without tariffs." And again, better grapes, better wines.

If you enjoy Marechal Foch, Vidal, Seyval and Baco Noir, then you are a fan of hybrid grapes. Many hybrids were originally developed in France and were a result of crossing different vinifera varieties with North American varieties.



Subaru

ACCESSORIES

SUMMER IS HERE! GET YOUR SUBARU READY!



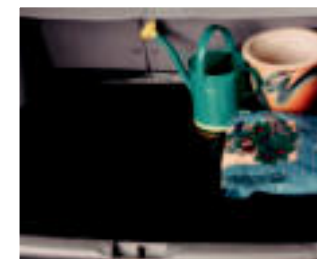
► Put your bike on the rack and get out to the trails. Make sure you have all the important gear when you're out and about. Lance Armstrong knows how to do it - do you? Head gear - that's a properly fitted helmet, proper shoes, hand gloves, and clothes that are appropriate to the weather conditions.



► Strap on your bike to this Subaru trailer hitch bike rack and you're off!

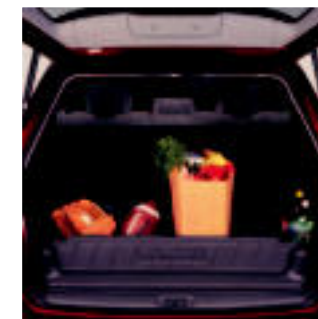


You can carry lots of other items on your Subaru roof rack system: a canoe, kayak and much more.



Carrying Your Cargo

► Whether you're carrying groceries or carrying gardening supplies, your Subaru can handle the load.



► Your Subaru cargo bin is easily adaptable to fit on the cargo tray and folds down when not in use.



See your Subaru dealer for more details about other Subaru accessories.

TechTalk

TEST DRIVE – The Impreza WRX STi

The North American Impreza WRX STi is here and it's fantastic. Want to know more? Lets take it for a test drive.

Open the door and sink into the Recaro' driver's seat. Look around and note a few of the "trick" items like Driver Controlled Centre Differential, (DCCD), the intercooler water spray, and the six speed manual transmission. As you grab the Momo' steering wheel, turn the ignition switch and watch the gauges come alive. Now adjust the shift point indicator in the dash to your choice of RPMs. Why? As you are driving, when the engine revs up to your RPMs setting, the red light in the tachometer will light and a buzzer will sound telling you it's time to shift.

You've waited long enough. Start the engine and listen to the purr of the 300 horsepower engine with its Active Valve Control System. The engine computer has adjusted the cam overlap to its minimum, allowing the engine to idle beautifully and wasting as little fuel as possible. Now place the car in gear, put the windows down and hit the road, listening to the quiet rumble of the exhaust as

you go. The computer has now adjusted the valve timing to its mid position to better take care of emissions and create a bit more push for the turbo charger that's ready when you are.

Give a slight push to the accelerator and feel the power. Put the throttle down to the floor to get maximum power from the Electronic Throttle Control system. Take note – the throttle may not get to its wide open position for a few milli-seconds yet because this system is smart! The engine control unit reads the throttle position not as an order to open the throttle to its maximum opening but an order to give the maximum horsepower available at this RPM and engine load. That's part of what makes this engine so smooth.

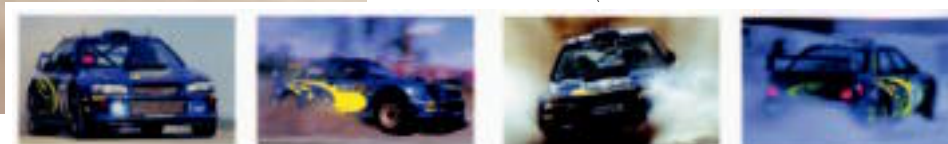
The cam timing is now set to its maximum overlap allowing the engine to fill with turbocharged air that has been cooled by the large air-to-air under-hood intercooler. The bottom-feed injectors supply precise amounts of fuel to provide the best performance for the conditions. The fuel/air mixture is not quite finished expanding when the exhaust valve opens. This expansion continues into the exhaust

pipe leading to the turbo, hitting the impeller blades and creating 750mmhg maximum boost. At this point, this 2.5 litre engine is actually almost breathing 5 litres of air!

Finally, you get to the much anticipated hairpin in the road. Step on the brakes to slow the vehicle down. The ABS kicks in just a bit to keep the car pointing where you want it to go. The centre differential goes to 65/35 giving the ABS full control of the wheels. The car feels great. You let go of the brakes and step on the throttle a little as you get into the turn. The vehicle's G sensor lets the transmission control unit know that you are pulling 0.6 Gs and the throttle position indicates that you are modulating the throttle. According to these two bits of information, in order to give you the best traction and reduce understeer to a maximum, the control unit will send 65% of the power to the rear wheels and 35% to the front. The inverted strut suspension keeps the wheel geometry exactly where it should be! The Bridgestone Potenza RE070 tires stick to the road like glue.

You're almost out of the hairpin. The straightaway is ahead and the coast is clear. You gradually put the throttle down a bit at a time, keeping maximum power and balance coming out of the turn. Since you're pulling a little less lateral Gs and the throttle is easing down, the transmission computer starts sending more power to the front wheels. The power distribution will be anywhere between 65/35 and 50/50, as you get out of the turn and face the straight open road. Now you push the throttle into the carpet, the transmission computer senses no lateral Gs and a wide-open throttle. You want to go straight and you want to do it fast! The centre differential locks at 50/50 sending equal power to each wheel and pulling you forward with maximum power and maximum control. You release the gas and go back to cruising.

You have just experienced the power and agility of a rally bred car that you can drive back and forth to work every day. It can go around corners like it was on rails, do 0 to 100 kilometres per hour in under 5 seconds, start and idle flawlessly whether the temperature is minus 20 or plus 30, and its warranted for 5 years or 100,000kms. And, because you did it on paper, you didn't get a single ticket! It just doesn't get much better than that.



7TH ANNUAL SUBARU MASTER TECHNICIAN COMPETITION

This year was the 7th Annual Master Technicians, Competition held in Toronto at the Subaru Canada head offices. This year's winner was Stephen Alexander of Richmond Subaru in Richmond, British Columbia.

To claim the prize, which included a trophy and a 27" television from Sharp Electronics, Alexander had to solve a tough combination of mechanical puzzles. Experts pre-set each of the 2003 Foresters used for the competition with identical electronic, mechanical and emissions repair challenges. In addition to finding and resolving the problems in the allotted time, the judges awarded points for problem-solving skills and even cleanliness.



Stephen Alexander

Norio Osakabe, President, Chairman and CEC, comments, "The calibre of the contestants gets higher and higher each year, making it increasingly more difficult to win."

In fact, the biggest winners of this contest are the Subaru customers who benefit from the speed, accuracy and commitment to excellence of all the Subaru technicians.



Standing Left to Right:
Jean Chenevert – Subaru Repentigny, QC; Aron Gabor – Westboro Subaru, Ottawa, ON; Richard Coutu – Joliette Subaru, Joliette, QC; Jason Smith – Gatineau Subaru, Gatineau, QC; Andy Waterhouse – Sunset Motors, Fredericton, NB; Mike Wilhelm – Gemini Motors, Kitchener, ON.

Sitting Left to Right:
Sam Oduro – Dockstader's Subaru, Vancouver, BC; Stephen Alexander – Richmond Subaru, Richmond, BC (Technician of the Year 2003); John Webb – Frontier Subaru, Winnipeg, MB; Larry Vester – Marostica Motors, Thunder Bay, ON.