

Subaru Canada, Inc.

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www.subaru.ca



One car company designs every vehicle to handle all the challenges of driving in Canada. One car company engineers every vehicle to keep you safe and in control in every type of Canadian weather. One car company designs every single vehicle from the ground up with the superior traction and control of full-time All-Wheel Drive. Subaru.

Every vehicle in the Subaru line-up delivers on all of these points. Each is built to the exacting standards that have earned Subaru unrivaled customer loyalty. Every Subaru dealer throughout Canada is dedicated to making Subaru ownership an unsurpassed experience. It's all part of a 26-year labour of love that defines the Subaru difference in powerful terms. Safety. Performance. Comfort. Adventure. It's what Subaru means by The Beauty of All-Wheel Drive®.



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
Winter 2002



Oh! Canada

*The wacky,
the wild
and the wonderful!*

What to see and do in our own backyard.

• Behind the Wheel • News • Previews • Owner's Spotlight •
• Tech Talk • Accessories • Cool Stuff •



**Park one under your tree
this holiday season.**



For those who like to be stirred by nature, not shaken.

OUTBACK®. If you get that a sport-utility should be rugged, not brutish, then you'll get the new 2003 Subaru Outback. Equipped with the rugged traction and control of Subaru All-Wheel Drive, the Outback can get you over rough terrain and deep into nature. But thanks to its new smoother-riding suspension system, the going never gets rough. So you can go out and experience nature's beauty, without the trip getting ugly. The All-Wheel Drive Subaru Outback. When you get it, you get it.™

 **SUBARU**
The Beauty of All-Wheel Drive.®

For more information call 1-800-876-4AWD or visit www.subaru.ca. The ABC's of Safety: Air bags. Buckle up. Children in back.



This authentic 1:18 scale Impreza STI die cast model is just one of the great gifts you can wish for this holiday season. From genuine Subaru World Rally Team (SWRT) gear, to die cast models, to clothing and accessories, there's something for everyone, including yourself. Get down to your local Subaru dealer and start your wish list today. Drive safe and happy holidays from Subaru Canada.

S U B A R U
S Y M M E T R Y

See your dealer for details.

Products and availability may vary at each Subaru dealership.

Despite the relatively small number of teams finishing the race, competitors still agreed that the shift to a more expeditionary course format was a good thing. And, the opportunity to interact with the friendly people of Fiji was a highlight for many. In the past, Eco-Challenge races have taken place far away from civilization. However, this year, as part of that expeditionary experience, racers were encouraged to interact with the people they encountered in remote villages, people who would know best how to travel the land. Racers visited more than 100 villages along the way and were welcomed wholeheartedly. Of course, the offer of food, drink, beds, and directions was especially welcome.



And challenges were plentiful at this year's Eco-Challenge! How

did they cross terrain that featured impenetrable jungle, limestone cliffs, turquoise seas, coral reefs, towering waterfalls and narrow canyons? Competitors used a number of disciplines to navigate the islands, including jungle trekking, ocean paddling, coasteering, mountain biking, river kayaking, packrafting, fixed ropes and canyoneering. The

teams that succeeded learned how to solve problems under constant stress, including little sleep and limited food.

"One of the biggest challenges was the impenetrable jungles we encountered," reports Mandelli. "In the past we have often raced along pathways through the jungle but here, we were required to make our own path and while it was a huge amount of work, it was one of the elements I was most looking forward to."

Another challenging aspect of the race was the need to navigate coastlines that were seemingly impassable. Options included negotiating a jagged cliff face, bushwhacking through dense jungle at the cliff top, or swimming through choppy coral bed waters. Each team had to determine for themselves which was the best route. "It was a case of assessing the team, our skills, looking at injuries, and then deciding what route to take," says Mandelli.

Most of these decisions could not be made ahead of time. Teams were only given the course route a bit at a time so, while they knew what lay immediately ahead, the long term picture remained a mystery.

So how do teams train for this type of race? Most teams compete in shorter one to five day races to gain experience and train. These races are also a great way to meet and network with other potential teammates. Team Subaru Canada has a slightly different take on training. "We don't train, we just go out and have fun," admits Mandelli. "Long before I began racing competitively, friends and I would head out into the mountains and do a lot of the things required in these types of races. It was a hobby and a favourite pastime—a passion! Now, to be able to do what we love competitively, and see the world and meet outstanding people while we are at it, is a great thrill.

Special thanks to Team Subaru Captain Jim Mandelli for allowing us to interview him before he led a great team to Fiji for an incredible race.

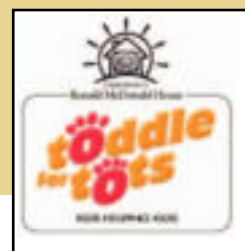
All Canucks are proud of your team's efforts.

See all the exciting details on
www.exn.ca

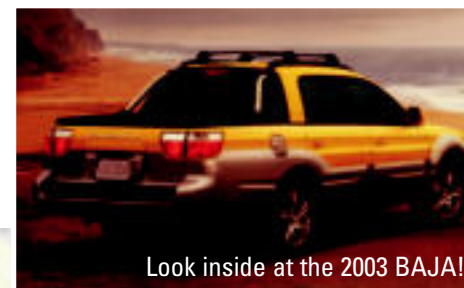


9TH ANNUAL SUBARU TODDLE FOR TOTS

This year Subaru proudly sponsored the 9th Annual Toddle for Tots at the Toronto Zoo. Over 2,000 children plus parents participated in the event and enjoyed great weather while they spent the day visiting various animal stations and doing lots of activities. This year over \$110,000 was raised for Ronald McDonald house. The Toronto Ronald McDonald house aids families from out of town with children who are battling cancer and other serious ailments.



INSIDE THIS ISSUE INSIDE THIS ISSUE



Look inside at the 2003 BAJA!



Oh!
Canada

Explore your own backyard...
any way you can think of!



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technology and innovation!

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Norio Osakabe

BEHIND the WHEEL

This year is shaping up to be another great one here at Subaru and we couldn't have done it without you. We're especially proud to be able to celebrate our 30th anniversary in the field of development for All-Wheel Drive (AWD). Sales aren't our only bragging point, though. Our rally teams have performed brilliantly, we saw the first 2003 model year Subaru Baja roll off the line, and the 2003 Subaru Forester has earned top marks in the latest Insurance Institute for Highway Safety (IIHS) crash tests.

In Product Previews you can take a look at the new 2003 BAJA, the Subaru Outback Anniversary Edition and Legacy Special Editions too.

In this issue of *Six Star Review*, we're going to fill you in on some other Subaru News and perhaps pique your interest in joining a Subaru Owners' Club in your local area. You can read about some interesting stories. For those who are technologically uninhibited, we'll give you the low down on the Subaru manual transmission in Tech Talk and for those who would rather leave the technology to the engineers, we'll give you our take on our great country in our feature story - Canada - The wacky, the wild and the wonderful!

There's lots more too in Cool Stuff - updates on Subaru Ironman Canada, Subaru Triathlon Series, Subaru rally news and a great look into the Eco-Challenge team who are Team Subaru Canada at the 2002 Eco-Challenge in Fiji.

In Subaru Accessories you can see the latest accessories that have been developed to make life just a little more exciting for our Subaru owners.

So sit back and enjoy and best wishes for a happy and safe holiday season.

Norio Osakabe
Chairman, President and CEO
Subaru Canada, Inc.



Adventure Racing Update Looking for Adventure? Head Out on the Highway!



If you were looking for adventure, this was the year for it. The Subaru Adventure Racing Series included sixteen spring and summer races, ranging from three to thirty-six hours long, in ten locations across Canada. If you are kicking yourself for missing them, fear not. There will also be a three-race Winter Adventure Racing Series of four to six hour races.



Adventure racing combines trekking/trail running, mountain biking, paddling and navigation. Cross-country skiing and snowshoeing are added

to the mix in the winter. If you want to find out more, visit www.adventureracingcanada.com.

Taking it to the Limit



This year the ninth annual Eco-Challenge took place among the 333 islands that make up the Fiji archipelago. To most of us, Fiji stirs thoughts of miles of pristine white sand beaches, fabulous coral gardens, azure lagoons, rainforest jungles and jagged limestone cliffs.



For Team Subaru Canada, made up of Jim Mandelli of Vancouver, Kurt Gibson of Winnipeg, Wendy Gardner of Kamloops, and Kevin Vallely of North Vancouver, the issue was as much enjoying the beauty as it was how to tackle those elements. They had to race a 500 kilometre course, non-stop 24-hours a day for 10 days, and do it faster than the next team!

"Passion," says Jim Mandelli, "is how we succeeded. Others have their own passions. Ours is to travel and explore in a completely different way."

This year, that passion came in handy when Team Subaru Canada finished in 8th place—only 10 teams finished the entire course!



Team Subaru Canada was sipping champagne at the finish line—the only Canadians to finish out of the 7 Canadian teams who were competing.



Why did so few teams finish? This year Eco-Challenge founder Mark Burnett added a more "expeditionary" flair to the race. "This was actually at the request of the racers," says Mandelli. "We wanted more of a challenge—we wanted to have to solve our own problems out there."

So, rather than being provided with solutions to some of the toughest obstacles on the racecourse, racers were challenged to figure out for themselves how to negotiate the geography. For example: How to get the team across a raging river without a boat? The biggest variables in this type of race are time and energy. The team could opt to swim, but what if a teammate couldn't negotiate the current and it took the entire team to get that member across? The energy consumed would be daunting. An alternative would be to find materials to build a raft, but that could be time consuming.

Rally 'Round a Winner

Last year, Team Subaru became the only Canadian 3-car factory backed rally team at the Subaru Canadian Rally Championship Series. The Subaru Canada Rally Team, made up of TnT Racing, Van Gogh Promotions and Rocket



Rally Racing, has won all but one of the six events raced so far this year.

There seems little doubt that, with three races to go, a Team Subaru driver and co-driver will win the Championship and that Subaru will come out on top in the manufacturer standings. Of course, you never know – in rallying, anything could happen.

Watch the ninth and last race of the year, Rally of the Tall Pines, on TSN on December 15th at 3:30 pm EST to find out what happens. (Double-check your local listings.) It promises to be exciting. Typically a snow and ice event, Rally of the Tall Pines has been coined the event of 'winter roads and summer ditches,' due to the treacherous conditions drivers often encounter while trying to drive flat-out on very icy roads that are lacking in snow banks. Competition will be fierce.

For more information visit www.subarurallyteam.com and www.carsrally.ca.



Subaru Rallying – History in the Making

Principal supporter Subaru Canada Inc. first appeared on the Canadian national rally scene in 1992 and quickly established themselves as a manufacturer to be reckoned with in the sport of rallying. To achieve their rally objectives, they originally chose to race a Subaru Legacy GT Turbo and enlisted the proven car preparation, driving, and promotional talents of TnT Racing.

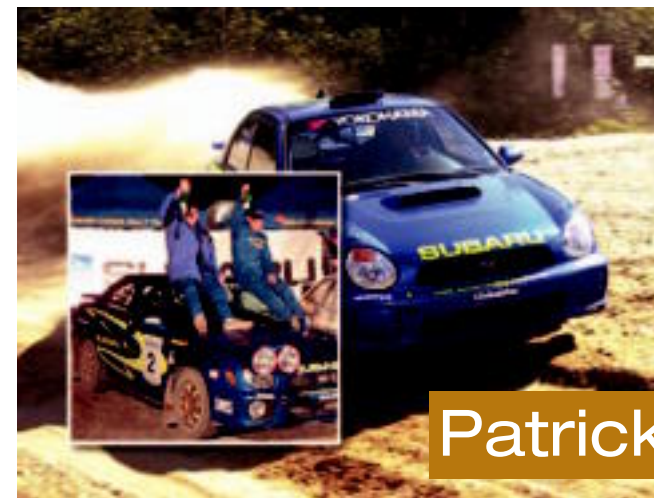
In 2001, Subaru Canada upped the mark by launching an unprecedented 3-car team. They brought together the talents of three proven rally teams, TnT Racing,



VanGogh Promotions and Rocket Rally Racing, unleashing Subaru Canada's new Impreza WRX Turbo.

In what was to become a year of consistent results, talented driving and thorough co-driving, along with outstanding attention to detail on car preparation and servicing by the individuals who make up this team, the Subaru Rally Team was able to win the overall Canadian and North American Championships (McGeer/Williams), the P4 Canadian Championship (Paynter/Paynter) and the North American P4 Championship (Richard/McCurdy).

The Subaru Rally Team Canada is also proud to support Ronald McDonald House™ Children's Charities by donating their winnings to help assist families whose children are in hospitals at various centres across Canada.



Patrick Richard

Do you think you put your Subaru to the test? We don't play one-upmanship but here's one owner who drove his Subaru so hard he decided to make a living of it.

Patrick Richard has a history with Subaru. He has owned an '82 GL-10, an '83 GL-10, a '98 Impreza RS, a '99 Impreza RS, and a 2002 WRX.

Now, he is one-half of the Rocket Rally Racing team created in 1999 and has literally raced to the forefront of rallying with the team's winning record.

Much of the team's success can be attributed to Patrick's style of driving. We had some questions for Patrick and, by his answers, you can tell that he had to become a rally driver or face some pretty serious legal prosecution!

Q. Any unusual stories you have involving your Subaru?

A. Many. Like the '83 GL-10, we blew the engine (this was in 1997) doing doughnuts in a Whistler parking lot... or the brown '82 GL-10, we drove down an actual ski trail in Whistler and blew out all the tires. I guess you don't want stories like that...

Q. Well, those certainly are "don't try this at home" type stories! Have you any memories that are a bit safer?

A. One month after I bought the black '98 Impreza, I drove it all the way from Vancouver to Alaska and back, on LOGGING ROADS the whole way. I didn't use the Alaska Highway. I mean I went back roads the entire way - 4,000 kilometres each way. I really wanted to be a rally driver, and the car made me feel like one. One year later, I entered my first rally with that same car (roof rack and all). So that daily driver became a rally car, but I still drove it to work every day.

Q. Are you still using that car for both purposes?

A. Since then I've become a little bit more practical and

Owner's spotlight

now I have a street car that is not used in rallies (well, I have driven it as a course opening car on more than a few rallies, but it isn't an actual rally car, it is a regular street car).

I also currently own another Impreza, a black 1998 WRX, that I use in the SCCA ProRally series, and I drive a blue 2002 Subaru Impreza WRX in the Canadian Rally Championship.

Q. So rallying is a big part of your life now?

A. If I had never bought that original 1998 Impreza, I would have never gotten into rallying. Now, my primary focus is on rallying and I have been able to rally both in Canada and in Europe.

When Patrick mentions success, he is being modest. Last year, Rocket Rally joined the Subaru Rally Team and earned several podium finishes in Canada and the United States. They captured the North American PGT Cup for a second consecutive time, and finished second overall in North America, behind their teammates Tom McGeer and Mark Williams.

Patrick Richard and his co-driver Ian McCurdy have just earned the 2002 Canadian Driving Championship. With a total of 135 points it makes it impossible for the nearest competitor, Mitsubishi, to overtake Richard's Subaru Rally Team now!

Patrick and Ian are thrilled and proud that they could help Subaru achieve the manufacturer's title and it's very satisfying to win when the competition is strong.

Experts call him incredibly talented and Patrick admits he and his teammate, Ian McCurdy, have performed beyond their own expectations. According to Patrick, "Rallying totally exemplifies all the things that I previously did for fun."

We have a feeling his brand of fun is going to take the world by storm.

Product Previews



2003 Legacy L Special Edition Wagon

2003 BAJA

Puts The Fun Back into Function!

The brand new 2003 Subaru Baja has truck utility, car handling, and a whole lot of possibilities. No matter if you are running errands or escaping them, getting there will be a blast with Subaru full-time All-Wheel Drive. With a heavy-duty raised suspension and its horizontally-opposed "boxer" engine, Baja has the capable handling and performance for any task or escapade.

Perfect for active lifestyles, the key to Baja's versatility is the Subaru patented Switchback™ System, a simple pass-through gate which extends the truck bed to carry everything from home renovation and landscaping materials, to camping equipment and sports gear.



2003 BAJA

BAJA™

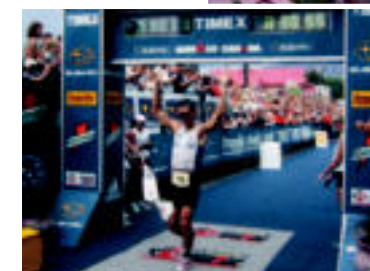
COOL STUFF



Triathlon Update They Just Keep Getting Smaller...

Subaru Canada sponsors the Subaru Triathlon Series to encourage people to get out and experience the sport, and to provide a competitive training ground for our Canadian athletes.

Throughout Ontario, races of various lengths and skill levels let participants gauge for themselves how much they want to sweat. Lisa Bentley, Natasha Filliol, Alicia Kaye and Cathy Tremblay compete on Team Subaru, which was established to help Canadian elite and junior athletes compete on the international scene.



Garrett MacFadyen

This year, in an effort to increase physical activity for children and to get kids interested in the sport, the Subaru Triathlon Series introduced the Kids 1K Fun Runs. In 2002, there were four runs offered in the Ontario-based series, in Muskoka, Guelph, Niagara and Belwood. The races were a lot of fun for kids age 12 and under and proceeds for each event were donated to local charities/groups. Now that's a win-win for everyone.

Visit www.trisport.com if you want to find out more.



ALL IN A DAY'S IRONMAN WORK(OUT)

In this year's Subaru Ironman Canada competition, the winners had to fight to lead a very competitive pack.

In the end, in his first Ironman win, Garrett MacFadyen from Halifax finished with a time of 8:30:57, and for the fifth time, Canadian Lori Bowden won the women's Subaru Ironman Canada title with a time of 9:15:52.

The event, held each August in Penticton, B.C., never fails to amaze. Athletes from all over the world take part in this race that most of us only dream about completing.

This year, just as most of us were hitting our snooze button, competitors hit the water at 7 a.m. to begin the marathon swim. One

thing that can always be said about the Ironman event is that it is unpredictable. After a great swim, a tough bike leg had eventual winner Lori Bowden thinking that it was not her day. Everything changed, though, on the run portion of the race and Bowden pulled out all the stops to cross the finish line in first place.

Garrett MacFadyen also put together a come-from-behind win. After finishing fifth, fifth and fourth in his last three Subaru Ironman Canada races, MacFadyen came to the race confident that his running had improved enough for him to be a contender. Boy, was he right!



Penticton B.C.





Subaru ACCESSORIES



► Cargo Bed Extender



► Cover Your BAJA's front end with this Front End Cover



► Get ready for a Bike Adventure with this Mountain Bike Carrier

BAJA™



► Storage for Your Getaways! Large Roof Cargo Bin



► Get Set for Winter! Ski/Snowboard Roof Rack



2003 Outback Anniversary Edition

OUTBACK®

Outback Anniversary Edition

It only seems natural to celebrate the 30th anniversary of Subaru All-Wheel Drive by introducing the 2003 Outback Anniversary Edition. Years of adventure are reflected in Outback's uncompromising performance and total comfort. It's an ideal combination providing the cargo space and off-road capability of an SUV with impressive fuel efficiency and a smooth car-like ride.

The exceptional handling and control you feel in all weather conditions is attributed to the Subaru full-time All-Wheel Drive system. In fact, we couldn't call Outback "The World's First Sport Utility Wagon" without it. The 2003 Outback Anniversary Edition. Equipped with additional stylish features and the enhanced performance of the gutsy H6-3.0 L "boxer" engine, you can go from the city centre to the great outdoors without missing a beat. Now that's reason to celebrate. Offered exclusively to Canadian drivers, only a limited number of Anniversary Editions have been produced, so the best time to ask your dealer is now.

Introducing the 2003 Legacy L Special Edition Sedan and Wagon.

Offered exclusively to Canadian drivers, additional features like leather accents, heated front seats, projector beam fog lamps, and 16" alloy wheels provide additional value to an already exceptional vehicle.

The 2003 Legacy L Special Edition Wagon and Sedan. Both models are available for a limited time, so hurry down to a Subaru dealer and find yours today.

Legacy L Special Edition

Legacy L has always been known for its legendary reliability. With styling, comfort and amenities expected in the finest European automobiles, plus the performance and safety of Subaru full-time All-Wheel Drive, a better combination has been hard to find—until now.

In the celebratory spirit of our 30 year All-Wheel Drive Anniversary, Subaru toasts this special occasion with two more special editions.



2003 Legacy L Special Edition Sedan

Subaru News

Go Clubbing...

Whether you like to race your Subaru in rallies or just like to drive for the pure enjoyment of it, imagine belonging to a club where you can hang out, trade tips and generally talk shop with other Subaru owners.

► **The National Capital Subaru Club (NCSC-CSCN)** for Subaru owners in the Ottawa-Gatineau region. The NCSC was begun in 1999 as an enthusiast's Subaru club and has since become a non-profit organization with an affiliation with the Canadian Association Rally Sport and Rally Sport Ontario. Visit <http://www.ottawasubaru.com/> to find out more.

► **The Montreal Subaru Club** has over 250 members from everywhere in the province. The club organizes its own events and participates in a number of automotive events including rallies, Solo II, weekly meets, track days, and picnics. Find out more at <http://www.montreal-subaru-club.com/>.

► **The Toronto Subaru Club** provides a fun and exciting forum for sharing information and ideas, promoting enthusiasm and uniqueness through events, web forums and meets with friends who share the same passion – Subaru automobiles. Check it out at <http://www.toronto-subaru-club.com/>.

► Then there's the **Subaru High Mileage Club** for anyone whose car has over 160,000 kilometres. Again, this club is not in Canada but with the Web, what does it really matter? There are members from all over the world here. If you've got the mileage it takes check them out at <http://hometown.aol.com/nv1z/subaruhighmileage.html>.

The Subaru Protection Plan

As a Subaru owner, you have expectations for a trouble free and pleasurable ownership experience, now and into the future. Our success at Subaru Canada, Inc. revolves around our reputation for ensuring that you have an excellent sales and service experience.

To further ensure your Subaru ownership experience is hassle free, Subaru recently launched the Subaru

Protection Plan, an extended service contract that provides comprehensive mechanical coverage to your vehicle beyond the regular 36 month, 60,000 kilometre factory warranty period. The Subaru Protection Plan is designed to provide peace of mind and inflation protection throughout your ownership experience. The program is offered in a variety of time/kilometre terms to match your driving needs. With added features like Rental Allowance and Subaru CARE Service throughout the term, you are sure to enjoy the ride with the added protection that comes with the Subaru Protection Plan.



If your Subaru vehicle is still within the 36 month, 60,000 kilometre complete warranty period, you are still eligible to purchase. Your Subaru Retailer will be pleased to review the best term and level of coverage that suit your budget and driving needs.

- Provides inflation protection for parts and labour costs
- Provides budget protection – reduces unexpected repair bills
- Program tailored to your driving needs on time and kilometre options
- Coverage for wear and tear coverage on covered components
- Can increase resale value of your vehicle
- Keep your Subaru vehicle original with Genuine Subaru parts
- Consider it "Health Coverage" for your Subaru vehicle



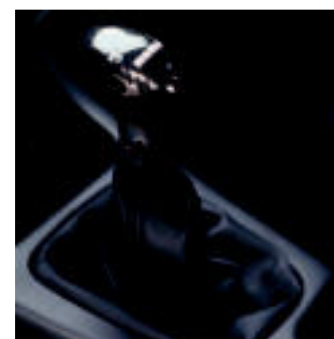
Please ask your local Subaru Dealer for full details on available accessory packages. Items may not be exactly as shown. Check with your Subaru dealer for warranty coverage on individual items.



IMPREZA



► Side Ground Effects Package for Your Subaru Impreza



► MOMO Shift Knob



► MOMO Parking Brake



► STi Titanium Shift Knob

Performance to Enhance Your Impreza



You don't want to miss the Shediac Lobster Festival during the summer in New Brunswick

The home that inspired the setting of *Anne of Green Gables* in Prince Edward Island



Brightly coloured homes on the streets of St John's, Newfoundland

So, when you look at it, even if certain young American pop stars still don't get it, we know that we Canadians have one heck of a lot to be proud of (ghost towns notwithstanding). And, just to rub it in to those who don't live here, we will end this ode to all great things Canadian with two simple words: Tim Horton's.



The quaint little port town of Peggy's Cove, Nova Scotia

Canada is also good at creating ghost towns, although we are not so sure that is something to be proud of. One of the best is Rowley, Alberta, which only really became a ghost town recently. The town, which was once home to 500 people in the 1920s, lies in central-east Alberta about 30 minutes north of Drumheller. Locals, including the town's 12 permanent residents, have restored many of the old

pioneer buildings, including the Railway Museum, Prairie School Museum and the historic Sam's Saloon. There are still many abandoned structures in the town that offer up great photo ops. Up to 1997, there was a train that stopped in Rowley; however, now the town relies on word of mouth to get people to visit.

ExtremeCanada

- ▶ Most northerly point - Cape Columbia, Nunavut
- ▶ Most southerly point - Middle Island in Lake Erie at latitude 41°41'N, the same as northern California
- ▶ Most easterly point - Cape Spear, which juts into the Atlantic at a longitude of 50°37'W
- ▶ Most westerly point - Yukon-Alaska boundary at 141°. The southern point of this boundary is Mount St. Elias; its northern mainland limit is Demarcation Point
- ▶ Centre of Canada is located just south of Yathkyed Lake in Nunavut, about 150 kilometres northwest of Arviat, Nunavut
- ▶ Distance - East to West: 5,514 kilometres, North to South: 4,634 kilometres
- ▶ Highest point - Mount Logan, Yukon, elevation 5,959 metres
- ▶ Canada contains more than half of the world's lakes
- ▶ The world's highest tide is in the Bay of Fundy at Burntcoat Head, Nova Scotia (16.1 metres)
- ▶ 27% of Canada's land mass is north of the tree line and consists of tundra and ice caps

WEB SITES TO BROWSE:

Ghost towns

<http://www.ghosttowns.com/canada/alberta/rowley.html>
<http://www.ghosttowns.com/>

Murals

<http://www.muralroutes.com/index.html>

Canadiana

Giant Roadside Attractions
<http://www.cyberbeach.net/~solonyka/LCRA/main.htm>

<http://www.geocities.com/greatcanadianwebsite/>
<http://www.thecanadadomain.com/>
<http://www.canschool.org/menu-e.asp>

30 YEARS OF ALL-WHEEL DRIVE

Since developing the world's first mass produced 4WD vehicle in 1972, Subaru has been committed to the ongoing evolution of our full-time All-Wheel Drive system. This unwavering dedication to developing a superior All-Wheel Drive System is fueled by our belief that it is the best drive train configuration available for providing exceptional traction and control. It is our simple philosophy that the better control a driver has, the more likely he or she is to avoid an accident. That is why every Subaru produced is designed from the ground up around our All-Wheel Drive system.

Not content to modify a front-wheel drive or rear-wheel drive like other manufacturers, Subaru transmissions are designed to be All-Wheel Drive from the start, providing excellent symmetry and balance. It's a unique system consisting of three critical components: full-time AWD, long-travel suspension, and a horizontally-opposed "boxer" engine. These work together to provide the greatest driving experience and utmost safety.

Now, 30 years and many accolades later, Subaru still leads the industry in AWD innovation. Subaru All-Wheel Drive – a definite cause for celebration.



When You Get It, You Get It

Subaru is a pioneer of All-Wheel Drive technology and our vehicles are designed for active Canadian lifestyles. This has been captured in a new advertising campaign highlighting the rational and emotional benefits associated with Subaru All-Wheel Drive vehicles.

The "When You Get It, You Get It" campaign captures the independent spirit of Subaru customers—smart, confident individuals who think for themselves, and who prefer to go their own way.



The new advertising campaign works to capture those shared values and emotional connections Subaru shares with its customers.

The new campaign features unique television commercials, capturing an individual facet of the Subaru driver fully engaged in life and confident in his or her convictions. In each television commercial Subaru owners outwit, outsmart and outdrive others who do not share their informed perspective. The television campaign is supported with a national magazine campaign. Whatever it is that captures your interest, whether it's news, sports, gardening books, snowy destinations, cottage living or metropolitan lifestyles, you will find Subaru ads in all your favourite magazines.

The ads are designed to appeal to active, independently minded consumers. But then, chances are good that you are already a Subaru owner, and chances are you already do get it!

Subaru. When you get it, you get it. Got it?

TechTalk

Subaru AWD explained

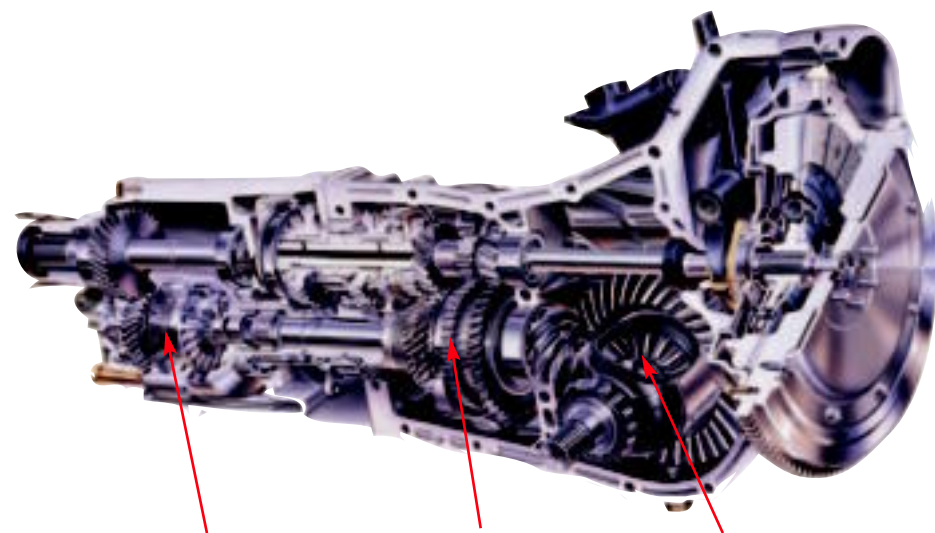
In our last issue, we looked at the function of Subaru's tried and true Multi-Plate Transfer clutch AWD system. This time around, let's look at how the manual transmission's AWD system works.

Subaru Manual Transmission with Viscous Coupling Centre Differential

As with the AWD automatic transmission, the AWD manual transmission is a wonder of compact engineering and efficiency. Subaru engineers fitted the front differential, manual transmission and transfer case in a package that is no larger or heavier than most rear wheel drive transmissions. The secret here again is that, unlike most other manufacturers who adapt rear wheel drive or front wheel drive units to make an AWD transmission, Subaru's transmissions are designed to be AWD from the start.

Viscous Coupling Centre Differential

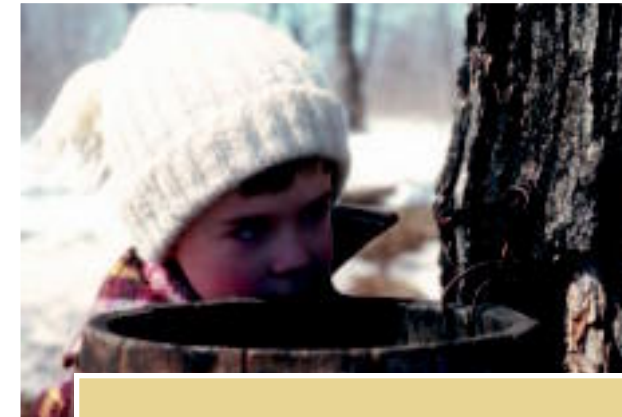
Subaru's manual transmission will send 50% of the torque to the front wheels and 50% to the rear wheels. It achieves this with the use of a viscous coupling centre differential. Basically, any differential will allow wheels to turn at different speeds to allow vehicles to go around corners (therefore the name "differential"). The centre differential will allow the front wheels to turn at a different speed from the rear wheels. As mentioned before, this is great when going around corners and parking but can become a problem if, for example, the front wheels are on ice and the rear wheels on pavement. A regular differential (called an open differential) would allow the front wheels to spin and the rear wheels to remain motionless. Enter the viscous coupling! This unit will only allow small differences in rotation between the front and rear wheels. Therefore, in the example above, if the front wheels are on ice and the rear on asphalt, under acceleration the viscous coupling would instantly lock the front and rear wheels together, allowing the rear wheels to push the vehicle.



Transfer Case With Viscous Coupling Centre Differential

Manual Transmission

Front Differential



Tapping the sugar maple in early spring, a tradition of generations throughout Eastern Canada

The colour and pageantry of the RCMP's Musical Ride



INVENTIVE CANADIANS

The electron microscope, electric wheelchairs, Trivial Pursuit and the snow blower were all brought to the world through the brilliance of Canadian inventors. Want more?

1. A Canadian invented Standard Time. In 1878 Sir Sanford Fleming divided the world into time zones to increase the accuracy of scheduling travel over long distances by train.
2. Canadian John Macintosh invented the Macintosh apple in 1796. Every single Macintosh apple tree is rooted in the history of the very first Macintosh, discovered by John Macintosh on his farm in Dundas County, Ontario.
3. Canadian Dr. John A. Hopps invented the heart pacemaker in 1950.
4. In 1968, Canadians Grahame Ferguson, Roman Kroitor and Robert Kerr invented the Imax Movie System.
5. JAVA, one of the world's most popular and powerful programming languages in use today, is the 1994 invention of Canadian James Gosling.
6. If you've ever been to a pro hockey game you will appreciate that in 1931 a Canadian, William Chalmers, invented polymerized methyl methacrylate – a.k.a. plexiglas.
7. A Canadian, Norman Breakey of Toronto, invented the paint roller which is said to have kick started the whole do-it-yourself movement.

8. A Canadian, Henry Woodward, actually invented the electric light bulb in 1874. He sold the patent to Thomas Edison a few years later due to lack of funds to develop the idea.
9. In 1838, Charles Fenerty, inspired by his observations of a wasp's ability to build a paper nest from wood, invented a process to create pulp paper, or newsprint. Today, Canada supplies newsprint to almost half of the world's newspapers.
10. Canadian James Floyd designed the first jet liner in 1949. When the Canadian-designed Avro jet liner first flew in 1949, it was North America's first and only commercial jet! It never went into production.

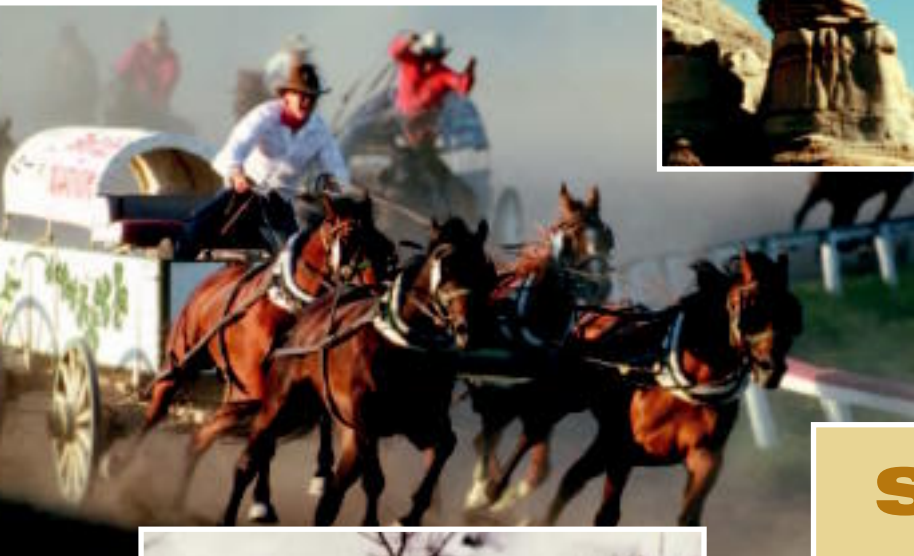
Thanks to Heritage Brewing Limited in Ottawa for realizing that Canadians have made a great number of outstanding contributions to the world and putting this list together for its Web site at www.heritagebrewing.com.

Take a calèche ride to see the romance that is Old Québec City



The unusual "Flat Iron" Building, Toronto, Ontario

Nope, this is not the Stampede! Here's chuckwagon racing at its best in Morris, Manitoba



Silent sentinals keeping watch. Hoodoos in Dinosaur Provincial Park, Drumheller, Alberta



A polar bear lazily watches the day go by in Churchill, Manitoba

SureSigns That You Must be Canadian

(As listed on any number of "Canadiana" Web sites)

- ▶ You get excited whenever an American show mentions Canada
- ▶ You have more Canadian Tire money in your house than actual money
- ▶ You can do all the hand actions to "skin-a-ma-rinky-dinky-doo"
- ▶ You know that the Friendly Giant is not a vegetable product line
- ▶ You perk up when you hear the theme to Hockey Night in Canada
- ▶ You design your Hallowe'en costume to fit over a snowsuit
- ▶ You know that Mounties don't always "look like that"

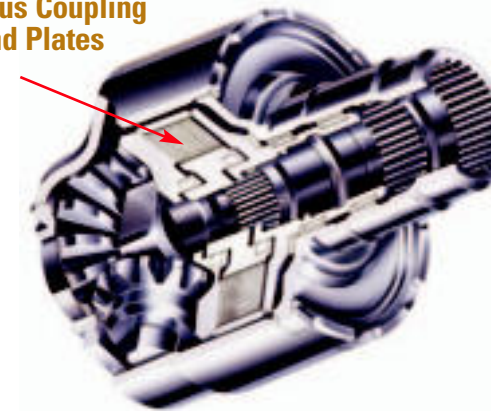
And, geography alone often dictates that we Canadians do things in a big way. It is with tongue firmly planted in cheek that we can tell you that only in Canada can you plan a roadside attraction adventure and have over 300 destinations to choose from. And when we say roadside attraction, we are mostly talking about gigantic replicas of things in everyday life – like pieces of fruit, members of the animal kingdom – you name it.

Just think, with a little help from the Web, you could plan a theme holiday, like touring Canada's giant bird roadside attractions, or "World's Largest" edible product attractions. Places like Bow Island, Alberta where in just one town you can see both Pinto MacBean and the self-proclaimed World's Largest Putter. Then you can visit Gladstone, Manitoba to see Happy Rock and move on to Sault Ste.

Marie with its menagerie of Canadian wildlife attractions! Of course, none of these have anything on the World's Largest Fiddleheads at Plaster Rock, New Brunswick. (We're also betting that this is the only giant fiddlehead roadside attraction in the world.)

Building large attractions is not the only thing Canadians do big. We also do a great job of painting big pictures – a.k.a. murals. You could begin your mural adventure in Chemainus, B.C., where the population is only 3,500 but where you can see thirty-three larger-than-life historic paintings in an open air gallery. Then make your way to the Township of Cramahe, Ontario where they not only have the world's biggest Big Apple, (you probably thought you had heard the end of big fruit), but also a beautiful selection of murals to ogle.

Viscous Coupling and Plates



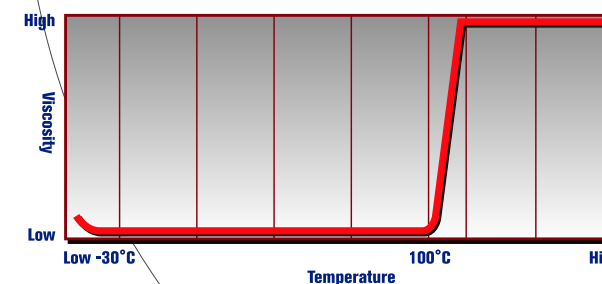
How does it know?

The viscous coupling part of the differential is made up of about thirty very thin slotted plates (about as thick as a piece of paper). Half of these plates are attached to the front wheels and the other half are attached to the rear wheels. These plates are housed inside a hermetically sealed unit which is filled with thick liquid silicone. They are kept apart by small spacers so that they can never come in contact with each other. Because the plates are slotted, the silicone can flow through them.

As long as the vehicle is going in a straight line all the plates pretty much turn at the same speed and nothing much happens. As the vehicle goes around a corner, the front wheels go a little bit faster than the rear wheels. At this time, the plates that are attached to the front wheels move a little faster than the plates attached to the rear wheels and the silicone in the unit gets sliced and mixed a bit. Again, nothing much happens because everything takes place pretty gradually and smoothly.

Things really heat up when, as in the example above, the front (or rear) wheels hit ice or any other low friction surface. Here is what happens as the vehicle is moving uphill: The plates attached to the front wheels will try to accelerate due to the loss of traction (think of the sound of spinning wheels in winter produced by vehicles of less fortunate souls who do not have AWD). This action shears the silicone inside the unit and since the silicone is very viscous (thick), it resists this shearing and drags the plates attached to the rear wheels along with it.

Viscous Coupling Silicone



The shearing action heats up the silicone. This silicone has a pretty neat property: as it heats up, it gets more viscous and at about 100°C, almost turns into a solid. As indicated in the graph below, this happens rather quickly. Once the silicone solidifies, the centre differential is locked and the front and rear wheels turn at the same speed. The power is therefore split once more 50% front and 50% rear. Since the rear wheels have more traction, they do most of the work but the front wheels also do part of the work because, after all, even ice offers some traction – to Subaru at least.

THE MASTERS! SUBARU DEALERSHIP TECHNICIANS!

The 2002 Subaru Master Technician Program proved once again that there are great Subaru technicians all across Canada. The top technicians competed in a one-day competition – having to diagnose, analyze and do some intense work to solve some of the most difficult technical challenges that Subaru owners bring into the dealerships every day.

We congratulate all the technicians for their superior dedication. This year's top 2002 Technician was Richard Day of Dexter's Subaru in Halifax, Nova Scotia. Congratulations to Richard and all the other Subaru Technicians.



From Left to Right: Ghislain Pratte of G/S Subaru in Shawinigan, Quebec. Thierry Gorniak of John Scotti Subaru in St. Leonard, Quebec. Robert Nagels of Subaru Mississauga in Mississauga, Ontario. Dan Pitt of Owen Sound Subaru in Owen Sound, Ontario. Jean-Michel Lavoie of Levis Subaru in Quebec City, Quebec. Allan Hauck of Subaru of Muskoka in Bracebridge, Ontario. Trevor Gentles of Centaur Subaru in Calgary, Alberta. David Piccini of Dockstader's Subaru in Vancouver, British Columbia. Richard Day of Dexter's Subaru in Halifax, Nova Scotia (our 2002 Technician of the Year), and Nico Kuiper of Dockstader's Subaru in Vancouver, British Columbia

Oh! Canada



Totem poles in Stanley Park, Vancouver, British Columbia



Bonhomme Carnaval, Quebec Winter Carnival



Bluenose II, a proud Canadian symbol



An early morning row behind the Parliament Buildings

The wacky, the wild and the wonderful!

What to see and do in our own backyard.

From the outside, it may seem as if we Canadians have a lot to prove to the world. After all, when a certain young American pop star, whose initials are, coincidentally, B.S., is quoted as saying, "The good thing about being on tour is getting to go overseas to places like Canada," it makes you wonder just how far-reaching the misconceptions about this country are. The truth is it is incredible just how much Canadians have accomplished and how interesting a country we have created out of this nearly 10 million square kilometres of geography.

Canada is, simply, a great and prolific land. Forget near brushes with the almost famous, this is the nation that spawned Jim Carrey and Martin Short, Mike Myers and John Candy.

How is it that we are able to produce such amazing comedic talent anyway? According to Canadian gross-out humourist Tom Green, there's no single reason why Canada has this abundance of successful Canadian comedians, but, he notes, it could have something to do with the national insecurity of growing up next to the United States. Other Canadian comedians attribute it to the fact that we have nothing better to do during winter than make up jokes.

But, perhaps closest to the truth is the fact that Canada has an incredibly well established proving ground on which young comedic talent can test their mettle. Ask anyone who had the privilege of watching Jim Carrey live at Yuk Yuk's when he was a struggling stand-up comic.

(Of course, you probably don't need to ask – they more likely brag about it at any chance they get!). Yuk Yuk's is a Canadian comedy success story and its founder Mark Breslin has his own theory about why Canadians are so funny. The *Edmonton Sun* quoted Breslin as saying, "Comedy is kind of the cry of the intelligent and powerless. And on the world stage, isn't that us?"

Then there's Second City. It may have had its start in Chicago, but it was in Canada that it made the foray into television in 1976 with SCTV, starring John Candy, Joe Flaherty, Eugene Levy, Andrea Martin, Rick Moranis, Catherine O'Hara, Dave Thomas, and later, Martin Short. Yes, that was a Canadian TV show! With that cast, is it any wonder that SCTV garnered 13 Emmy Award nominations and two Emmy Awards for Best Writing?



Bouchart Gardens in Victoria, BC



Tour boat on the coast of British Columbia



The magic of Moraine Lake, Banff National Park, Alberta

Comedy is not the only place where Canada excels. Just look at the music business. Oh sure, the whole world knows that Celine Dion is Canadian, but, so are Alanis Morissette, the Tragically Hip, The Guess Who, Joni Mitchell, Diana Krall, The Barenaked Ladies, and Nelly Furtado. (Of course, only in Canada would The Barenaked Ladies be banned from performing at Toronto's Nathan Philips Square because of their name!!!) Other Canadian favourites include Sarah McLachlan, Blue Rodeo, Great Big Sea, Natalie McMaster and the list goes on!



A sunny downtown Vancouver afternoon

Believe it or not, it is partly thanks to the Canadian government that the music industry in Canada is thriving. Say what you want about our politicians, however, they do a very good job of making sure Canadian musicians are heard. The Canadian Radio and Television Commission (CRTC) has legislated that all Canadian radio stations must ensure that 35% of their popular musical selections are Canadian. Furthermore, commercial radio stations must ensure that 35% of the musical selections they air between 6AM and 6PM, Monday through Friday, are Canadian. Essentially, what this does is make certain that Canadian artists have access to Canadian airwaves.

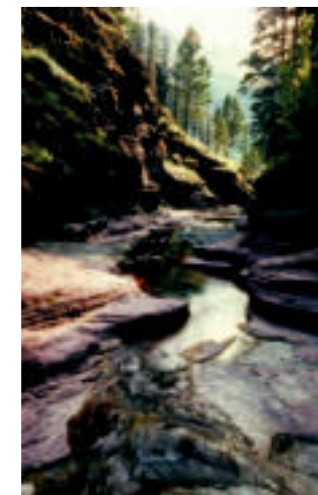
And, speaking of airwaves, did you know that a Canadian invented broadcast voice and music by radio? Reginald A. Fessenden's first broadcast in 1904 made him the father of



The Calgary Tower overlooking the Saddledome

modern radio. Imagine where the music industry would be without him!

For all the fame we can lay credit to, we are still able to look at ourselves with a good sense of humour. (Yes, that's humour, not humor.) We are the first to admit that our number one obsession is the weather and



that pretty much any conversation we have will include a brief discussion of weather conditions past, present and/or future.

Waterton Lakes National Park, Alberta