



SUBARU of INDIANA AUTOMOTIVE,

update

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Media Reviews of New Outback and Legacy are Favorable



Doug Meyer
VP

The culmination of years of hard work came to fruition last week when the first all-new 2020 Outback and Legacy rolled off the production line at SIA. We celebrated the occasion in shops around the plant, thanking Associates who devoted substantial time and effort to make the launch possible. During the ceremony on Monday, Associates received video congratulations from Subaru Corp. President and CEO Tomomi Nakamura, and Subaru of America President and CEO Tom Doll. Lafayette Mayor Tony Roswarski and Tippecanoe County Commissioner Tom Murtaugh also joined the festivities.

Associates and our dignitaries are impressed with the vehicles, but what about the automotive press? The early returns are in and the results are encouraging. Let's start with the Outback. Despite strong challenges from the Forester and Crosstrek, the Outback remains the "bell cow" of the Subaru line-up. And, based upon first drive impressions, that is unlikely to change anytime soon.

Connor Golden of Automobile Magazine had a crack at driving the Outback on a "very wild strip of mostly untouched shoreline appropriately referred to as the Lost Coast." He touched on all aspects of the vehicle and concluded as follows: "So there you have it. America's most popular wagon is back with a familiar face, a better interior, nicer engines, and more refinement than ever. For Subaru loyalists, your latest and greatest champion is here. For new-car buyers looking for something practical and right-sized, it just might be time to drink the Kool-Aid—or perhaps more appropriately, the Kombucha." (Note: Kombucha is a type of tea. I had to look it up).

Mark Phelan of the Detroit Free Press was also suitably impressed: "Uniquely attractive, comfortable and loaded with advanced safety features, the Outback raises the stakes for competitors ranging from the Honda CR-V and Chevy Equinox to the Ford Edge and Nissan Murano. It's exceptionally capable, conquering off-road trails that would leave most competitors begging for a tow. On-road ride and handling are much better than the old model."

Finally, Autoblog lead with the headline "We expected a better Outback. What we got was a great one." They continued: "[t]he 2020 Outback isn't just competent, it's actually a pleasure to drive, a tall wagon with stellar handling, which makes it a standout against the crossovers it competes against. It does that while maintaining the utility and charm we've come to expect from the brand."

The Legacy does not garner as much early ink as the Outback, but a few "first look" comments were positive. For example, Car and Driver noted that: "Beyond its staid styling, which, we'll admit is slightly more dapper than before thanks to thinner headlights and taillights, hides Subaru's latest vehicle architecture and new interior."

We can't rest on our press laurels, though. We all know that the best reviews are rendered meaningless if we don't build the Outback and Legacy with exceptional quality. And, our customers are the ultimate arbiter of our success or failure. We must build the vehicles with the quality and safety they have come to expect. I think Associates are up to the task.

SIA Presents Check to Special Olympics

As a result of its most successful Subaru Color 5K yet, SIA raised \$52,286.87 for Special Olympics Indiana in June. Representatives of both organizations gathered for a check presentation on July 31.

"We are proud to have raised more than \$50,000 for Special Olympics during its 50th anniversary this year," said Ed Wulbrecht, senior vice president at SIA, and president of the SIA Foundation board. "Support from our Associates, our foundation, our sponsors and the community all contributed to the event's milestone success."



In its fifth year, the Subaru Color 5K achieved a record number of participants and proceeds. The fundraiser showered nearly 550 participants with colored powder, made of food-grade corn starch, at stations along two available routes (5K trail or one-mile paved path).

Since its inception, the run/walk event has enabled the SIA Foundation to provide Special Olympics Indiana with nearly \$190,000 in support of the organization's more than 20 sports for children and adults with intellectual disabilities.



Production Officially Begins for All-New 2020 Legacy and Outback Models

On July 29, SIA began official production of the all-new, 2020 Legacy sedan and the all-new 2020 Outback SUV today. Each model was driven off the assembly line during an afternoon ceremony for Associates.

"We've been preparing for this day for more than two years," said Scott Brand, senior vice president at SIA. "Thanks to the hard work and dedication of our Associates, we are launching the newest generation of these two iconic models with the highest quality our customers expect."

The seventh-generation Legacy was first introduced at the Chicago Auto Show in February, while the sixth-generation Outback debuted at the New York International Auto Show in April.

Both models offer standard Subaru Symmetrical All-Wheel Drive and award-winning EyeSight® Driver Assist Technology, available tablet-style high-definition 11.6-inch SUBARU STARLINK™ multimedia screen, DriverFocus™ Distraction Mitigation System, and new XT models with 260 horsepower. Additionally, they are built on the Subaru Global Platform, which offers increased safety, dynamics and quietness, as well as reduced noise, vibration and harshness (NVH).

"The new Legacy and Outback will provide customers with greater safety, technology and performance than ever before," said Brand. "I'm proud of the commitment and teamwork that has made these vehicles a reality. I'm also excited for our customers."

SIA is Subaru's only manufacturing facility outside of Asia and currently makes the Ascent, Impreza, Legacy and Outback models for North America. Since beginning production in 1989, the plant has increased its annual output of vehicles from 67,000 to approximately 380,000. In April, SIA produced its 4 millionth Subaru vehicle.

Register Now for Associate Appreciation Day

Join SIA on Saturday, Sept. 7 at 3:30–8:30 p.m. for Associate Appreciation Day on the Rec Center grounds. The annual event includes musical entertainment, contests and prizes, a kids' zone, sports challenges, snacks, dinner, a special guest comedian, fireworks and more.



SIA and CTI Associates are welcome to bring their significant other, and their own legally dependent children. Additional guests require a paid ticket. Grandchildren age five and under are free, grandchildren six and older are \$5, and all other guests are \$15.

Event registration is open on mySIA. Register by Aug. 5 to be entered for a chance to win a \$25 gift card. For questions, contact Allie Louthen at allie.louthen@subaru-sia.com or ext. 6250.

Join Team SIA for Subaru CASA Cycling Challenge

There is still time to register for the Subaru CASA Cycling Challenge. The 24-hour event, hosted at the SIA test track, begins on Aug. 10 at 10 a.m. Team members who register through SIA will be eligible to receive a matching gift to help cover their entry fees. To register, contact Sarah May at sarah.may@subaru-sia.com or ext. 6895.



SUBARU of INDIANA AUTOMOTIVE, INC.

RSVP for Next "Ready, Set, Retire" on Aug. 13

Reserve your seat today for the next session of "Ready, Set, Retire" on Aug. 13. Whether you are just starting to save for retirement or nearing retirement, there is a presentation for you. Guest speakers from Vanguard will give the following two presentations:



- **Create Your Plan** – This meeting is about growing your retirement savings. Vanguard will discuss two keys to a comfortable retirement: saving enough and investing wisely. This meeting will be most relevant to Associates who are early in their careers and trying to create a path toward retirement.
- **Retirement Income** – This meeting will be most relevant to Associates who are close to retirement. You have worked and saved for years to build your 401k account in hopes of retiring one day. After focusing all these years on saving for retirement, what do you do next? This meeting will provide guidance on how to turn your savings into a steady income stream that will sustain you throughout retirement.

Both meetings will be on Aug. 13 at 2:45-4:00 p.m. in the Training and Reception Center auditorium. The deadline to sign-up on mySIA is Aug. 6. For questions, contact Associate Benefits at ext. 7365, 6235 or 6296.

Join SIA as We Fight to End Alzheimer's

Did you know that every 65 seconds someone in the U.S. develops Alzheimer's Disease? Nearly 6 million Americans are living with Alzheimer's Disease, and there is no cure. You can make a difference.

Join SIA on Saturday, Sept. 30 on the Rec Center grounds. Registration will begin at 9 a.m. with the opening ceremony starting at 10 a.m. Registration is free and a T-shirt will be given to anyone who raises more than \$100.

Join Team SIA by going to alz.org/walk to register. For more information, contact Sarah May at sarah.may@subaru-sia.com or ext. 6895.

Discount Tickets Available for Indiana State Fair



Discounted tickets for the Indiana State Fair, Aug. 2-18, are available in the TeamWear Store for \$8. Admission for children age 5 and younger is free.

COMING SOON

2019 Fall Kaizen Competition

Theme: Quality

Sept. 26 at 2:45 – 4:15 p.m.

Format

SIA Manufacturing Way = TPM Methods (Continuous Improvement, Kaizen Mindset, PDCA)

- Presentation will consist of a Quality Improvement Kaizen
- Presentation Time: 12 minutes
- Presenters: Two presenters and an optional PowerPoint assist person

Elimination Rounds: Aug. 20 in the TPM Office

Elimination Rounds will include: Stamping, Body, Paint, Trim, Engine, Materials, IPC, SQA, and any Administration Areas

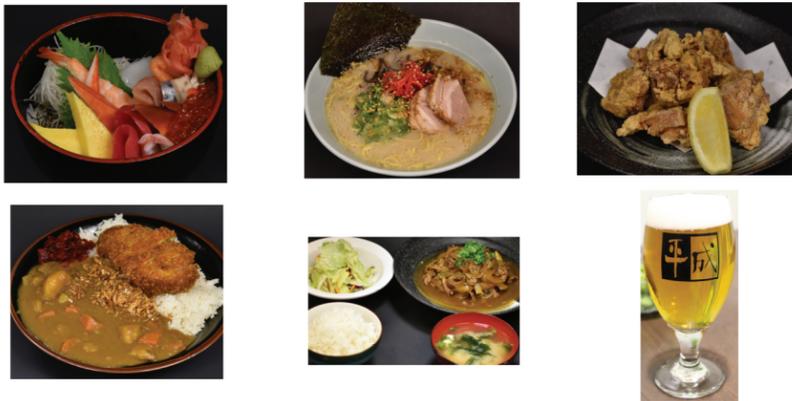
Main Event on Sept. 26 in the Training Center Auditorium

- Top Five Kaizen winners from the elimination rounds will present.
- 1st, 2nd and 3rd Place Ribbons will be awarded at the end of the competition, and the winning team will get to compete in the annual SBR Company Wide Competition on Nov. 21 in Japan.
- There will be a drawing for a Subaru vehicle for a month for three SIA Associates that are present.



TPM Contact: Bob Burthay ext. 6351

Subaru of Indiana Automotive Lafayette, IN USA



Chef Ito's Omakase Course
\$70+tax / person ~
SIA \$59.5 ~
Aperitif, Amuse, Appetizer, Sashimi, Main Dish, Seasonal Sushi and Dessert

Chef Ito, born in Fukushima, Japan, began his culinary career in his native country. He started as an apprentice at the Verbie Hotel in Fukushima. At this award-winning, high-end Auberge-style hotel, he specialized in Japanese and French cuisine.

Later, his skills and talent provided him an opportunity to work as the head chef for the Ambassador of Japan in Germany. At the Embassy of Japan in Berlin, he prepared and cooked for high-profile dignitaries.

In 2002, Chef Ito moved to the United States to work at the Consulate of Japan. He worked as the head chef in Atlanta, New Orleans and Chicago. During this time, he prepared meals for both dignitaries and celebrities.

In 2011, Chef Ito was recognized with commendations by Japan's Ministry of Foreign Affairs.



伊東誠
Makoto Ito

HEISEI JAPANESE RESTAURANT

907 Sagamore Parkway West Lafayette IN 47906
TEL : 765-463-1682 heiseijapanese@gmail.com

Monday – Friday 11:30 AM – 1:30 PM / 5:00 PM – 9:00 PM
Saturday 5:00 PM – 9:30 PM (Closed on Sunday)

#201907-SIA02
HEISEI JAPANESE RESTAURANT
SIA SPECIAL COUPON
15% off
* No exchange to Cash
* Ask staff to use before check out
* Private use only
* Valid to 2019.8.31

Production	Actual	Projected	Sch. YTD	YTD Total	End of Month
	7/22/19-7/28/19	7/29/19-8/2/19	1/1/19-7/28/19	1/1/19-7/28/19	7/1/19-7/31/19
Legacy	83	243	18,981	19,079	
Outback	3,023	899	111,319	111,649	
Impreza	1,985	1,630	43,049	43,259	
Ascent	1,761	1,035	50,543	50,665	
Total	6,852	3,807	223,892	224,652	

EUREST WEEKLY MENU

monday	tuesday	wednesday	thursday	friday
breakfast Ham Egg and Cheese Croissant \$ 3.99	breakfast Spicy Chicken and Egg Burrito \$ 3.99	breakfast Chorizo and Egg Press \$ 3.99	breakfast Breakfast Casserole \$ 2.99	breakfast Veggie & Egg Burrito \$ 2.99
FIT Pho Bar \$ 5.99	FIT Caesar Salad Bar \$ 5.99	FIT Nice Thai Bar \$ 7.99	FIT Z'atar \$ 5.99	FIT Bibimbap \$ 6.99
market Country Fried Steak \$ 5.99	market Make your Own Mac & Cheese \$.40/oz	market Boneless Wing Day \$ 5.99	market Taco Bar With Carnitas \$.40/oz	market Roasted Pork Loin \$ 5.99
grill Sloppy Joe \$ 3.99	grill Meatball Sub \$ 4.29	grill Shrimp Po Boy \$ 4.59	grill Spicy Chicken Club Sandwich \$ 4.59	grill Hand Battered Chicken Tenders \$ 4.59
soup Chef's Select	soup Chef's Select	soup Chef's Select	soup Chef's Select	soup Chef's Select

JAPANESE RESTAURANT
平成 HEISEI

Monday:
Curry & Rice
Katsu Curry & Rice
(pork cutlet on curry & rice)

Tuesday:
Ramen
Karaage & Rice
(fried chicken & rice)

Wednesday:
Gyu Don
(sweet beef on a bed of rice)
Karaage & Rice
(fried chicken & rice)

Thursday:
Katsu Don
(fried pork on a bed of rice)
Karaage & Rice
(fried chicken & rice)

Friday:
Gyu Don
(sweet beef on a bed of rice)
Noodle
(Japanese soba or udon)