ANNouncing the auto industry’s
new big three:

think. feel. drive.

For over 30 years, Subaru has been committed to the safety and traction of all-wheel drive. And we truly believe that our system called Symmetrical All-Wheel Drive is perhaps the most innovative system on the road. Which is why we make it standard on every car we build. All-wheel drive is our foundation and heritage, “Think. Feel. Drive.” is the philosophy moving us forward. It’s not just a theme line, it’s an automotive ideal. It’s a belief system totally distinctive to Subaru. A way of designing and building cars that in essence creates a category of one.

think. It’s all about intelligence. It’s demonstrated in how we think about drivers. And passengers. How we think about roads and road conditions. How we think about what you want today and what you’ll need tomorrow. In other words, we don’t just improve, we create. This kind of thinking goes into everything we do. From technology and styling to value and service. Well-thought-out ideas welcomed by forward-thinking consumers. Your brain likes it.

feel. It’s all about sensitivity. Sensitivity to the ride, and the environment. An emotional connection that begins with engineers and designers and extends from car to driver. Turn on the ignition of a Subaru and yes, you will feel. Value and ergonomics that make you feel smart. Technology that makes you feel safe and secure. A ride that makes you feel “wow.” It’s no coincidence. It’s all built in. Your heart knows it.

drive. Nothing matters more than the “driving experience.” But, drive is also about our dedication to high quality inside and out. It’s about moving ahead. It’s about driving ourselves. To keep topping ourselves. To reach new frontiers. To go off the beaten path. And have a car that helps you get there. Your soul thrives on it.

subaru. To think. To feel. To drive. Here is where Subaru and the Subaru owner converge. Two like-minded entities traveling together on the same mission with the same spirit. Not all cars can be called Subaru. Not all car owners can be called Subaru owners. And in the end, that makes all the difference in the world. thinkfeeldoive.com

subaru legacy  subaru outback

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