

# "The Subaru Difference" Stands For Quality Product

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To Subaru dealers, the slogan - "The Subaru Difference" - has always stood for a quality product. This year with Subaru's proven engineering characteristics, super economy and product improvements, the prospective Subaru customer will also know the meaning behind that slogan.

In addition to the traditional lineup - Hatchbacks, 4-Door Sedans, Hardtops, Station Wagons and the Brat, Subaru introduces a brand new Subaru model entry, the GL-10. High Luxury model. The GL-10 is an optional package which can be added to the 4-Door Sedan and Hatchback GL models with 5-speed or automatic transmission. This package includes the following luxuries: Sunroof, Air Conditioning, Power Steering, Power Side Mirrors, Cruise Control, Digital Dashboard and a Special Rear Emblem.

Already the Subaru GL, the luxury model, is equipped with several standard features that are considered optional features in other cars such as: digital clock, tilt steering wheel, intermittent wind-



The Subaru sales force is facing another competitive year in the import market. Subaru is meeting the challenge by

shield wipers, halogen headlights and passenger door mirror-convex.

But there's more to a Subaru than luxuries that comprise "the Subaru difference" and that is the car's exterior.

The 1984 Subaru body utilizes a Monocoque body construction. This means that instead of the body shell and frame being bolted together, they are welded together. The welded construction results in a body and frame of greater strength and rigidity,

but less weight. Welding also helps avoid annoying rattles and squeaks which normally occur in traditional construction.

One safety feature that has been added to the 1984 Subaru is the Reinforced Side Guard Door Beams. In the event of side impact collision, these strong steel "I" beams help protect passengers. Impact Absorbing Crush Zones have been built into the body to protect the driver in the event of an accident. Located in both the front and

refining and improving the offerings on all models. There are 23 distinct Subarus available in 1984.

the rear of the car, these Impact Absorbing Crush Zones contract like an accordion to absorb and cushion impact before it can reach the passenger compartment.

Another important Subaru exterior feature is the aerodynamic design. Utilizing a slope hood and front air dam, the aerodynamic body decreases wind resistance and therefore increases speed and acceleration, gas mileage and traction.

The Subaru body is also

coated with special rust-proofing chemicals and paint is baked onto the metal to assure a thoroughly rust resistant coat.

These outstanding exterior features highlight the reason why Subaru dealers refer to their cars as "the Subaru Difference."

That difference can be seen in the interior of the Subaru as well. "The entire interior of the 1984 Subaru was designed with comfort, convenience and luxury in mind." The new Subaru is equipped with many creature comforts and driving aids that usually cost extra on other cars.

All 1984 Subarus afford its passengers a more peaceful and quiet drive because of reduced engine and interior compartment noise. A Three-Key System is featured on all Subarus for additional security and convenience. The Telltale Graphic Monitor, which keeps the driver informed of functions around the car, is standard equipment. It provides read-outs on such instruments as: brake fluid level, door ajar warning light, and rear window defogger.

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