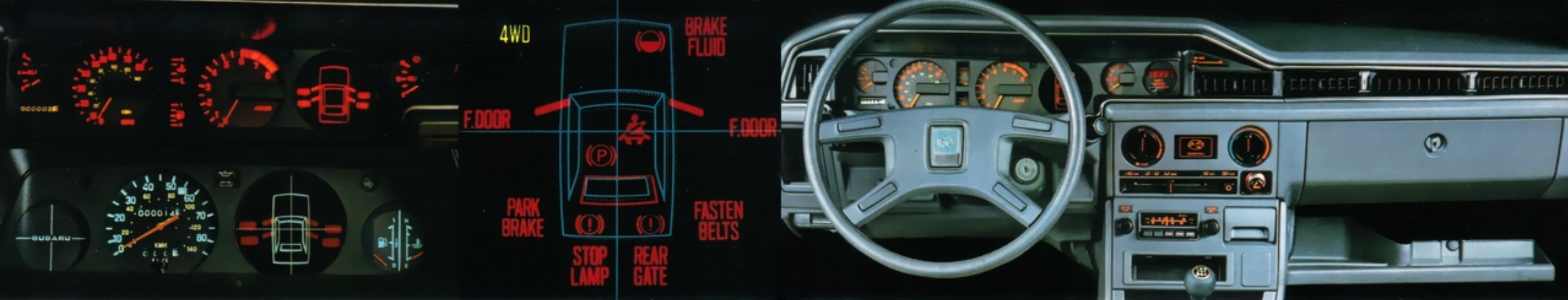


SUBARU[®]'80







WHEN YOU'RE ENGINEERED FOR ECONOMY IN THE FIRST PLACE, YOU CAN AFFORD TO ADD LUXURY IN LOTS OF OTHER PLACES.

Over the years, Subaru has established a reputation as a car that carries a dollar a long way. For 1980, Subaru has done this in an even bigger way. Now every *Subaru has been redesigned inside and out for comfort, elegance, economy, safety and increased interior dimensions.

This year, the people who've always brought you common sense transportation, have added uncommon good looks.

But beyond its beautiful new body, the stylish new form serves important functions. The total design was created to make Subaru easier to drive.

What's more, our new shapes make driving a Subaru a very economical prospect. Wind resistance burns up valuable gasoline. The clean,

down-sloping hood line and the air dam under its "chin" cause the windstream to actually hold the Subaru on the road. Your fuel goes for mileage, not for fighting cross winds.

A CAR BUILT TO PINCH PENNIES DOESN'T HAVE TO SQUEEZE ITS PASSENGERS.

While other car makers have "economized" by cutting down on the amount of car they give you, Subaru has given you more.

We've let out our interior dimensions in the shoulders, hips and knees. And we've added headroom.

And the seats have been redesigned so you can stretch out in comfort as you watch the world go by. We've even increased the glass area by 20%. So visibility on all sides is wider and better than ever.

Our interiors aren't the only thing Subaru has expanded. We've also expanded our line. You have a wide

choice of 14 different cars. Including GL and GLF models, each loaded with luxury features.

A BETTER INFORMED DRIVER IS A BETTER DRIVER.

The Subaru dash panel is instrumental in telling the Subaru driver what's going on around him or her at all times.

An automatic electronic readout, available on most models, monitors functions all around the car, from brake fluid level to door openings and closings.

There's a trip meter on many models. And the windshield wiper/washer and lighting controls have been totally redesigned and repositioned for easier access.

In addition, Subaru GL and GLF models offer a tachometer, voltmeter, and oil pressure gauge. A separate light tells you when you're getting light on fuel. And the instruments are distinctively

illuminated in red.

AN ENGINE THAT MAKES THE CAR HANDLE BETTER.

Our horizontally-opposed aluminum Subaru engine lies low and flat. Coupled with Subaru front-wheel drive, this results in a distinct advantage.

Added weight is positioned evenly over the wheels that drive the car, giving Subaru superior roadholding on hills and curves. Even in snow, slush or heavy rain.

WHEN IT COMES TO SMOOTH RIDE AND EFFORTLESS CORNERING, SUBARU DOESN'T CUT CORNERS.

Subaru employs a unique combination of advanced suspension technologies to give you extraordinary handling and ride.

In front, an ingenious "zero scrub" suspension, consisting of McPherson struts, rack and pinion steering and stabilizer bars, lightens turning effort, minimizes kickback and increases the life of your tires.

In the rear, rubber mountings absorb road shock, creating full-floating, four wheel independent suspension, which gives Subaru a sense of the road that's nothing short of incredible.

SAFETY FIRST. SECOND. AND LAST.

The 1980 Subaru has impact absorbing body structure, front and rear. And there is substantial side protection alongside.

But that's just for starters. Besides rear drum power assist brakes, Subaru also provides enlarged power assist front disc brakes for sure stops.

WE DON'T TAKE YOUR PASSENGERS' TEMPERATURES FOR GRANTED.

The 1980 Subaru has an array of vents which directs heating and ventilation to every seat. There are side window defrosters too. Subaru believes in equal opportunity comfort on the road.

NOW THAT YOU'VE SEEN THE BEAUTY OF OUR LOGIC, TAKE A TEST DRIVE. AND ENJOY THE LOGIC OF OUR BEAUTY.

The 1980 Subaru will dazzle you with its intelligence as well as its good looks.

The seating, the placement of the instruments and controls, the visibility and the road feel of the 1980 Subaru will convince you that when Subaru builds an economy car, we don't economize on the thinking that goes into it.

SUBARU® INEXPENSIVE. AND BUILT TO STAY THAT WAY.

*Some features described herein do not apply to the 1980 Subaru Brat.

GL 4 DOOR SEDAN Travel first class at economy class prices. Subaru provides the luxury of wider door passages to step in through. And wider seating to stretch out in.

In addition to DL features, you'll

love what's standard on our GL. Settle back in the warm red glow of your instruments. Switch on your AM/FM radio. And motor along in smooth serenity, ignoring the time on your digital clock.

There's even a low fuel warning light, tachometer, voltmeter, and wider tires for a better ride and handling.

Subaru has always been respected for its common sense. Now you can love it for its uncommon elegance.



DL 4 DOOR SEDAN Here's an economy car that sells for a very economical price.

And its low price includes rear window defogger, 4-speed transmission

and power assist front disc brakes. Not to mention standards especially made to make you feel special, like an AM radio, white

sidewall steel belted radials and carpeting.

What's more, its great gas mileage make this economy car economical long after you've driven it out of the showroom.



DL 4WD HATCHBACK Our new DL 4WD Hatchback combines the ruggedness of a 4 wheel drive with the comforts of a passenger car.

An easy-opening hatch makes loading a cinch. Split, fold-down rear seats make even more room available.

Power assist front disc brakes and

electronic ignition are standard on the DL. You also get a rear wiper/washer, AM radio, trip meter, cigarette lighter, tinted glass and side window defrosters.

What's more, with the 4WD Hatchback, you can shift from front wheel to

4 wheel drive at the flick of a lever, up to 50 mph.

Add the fact that our DL Hatchback delivers great gas mileage and you'll realize it's a car you can live with for years. Wherever you live.



STD 4WD HATCHBACK

Introducing the first hatchback with 4 wheel drive. Who else but Subaru

could combine the ruggedness of a 4 wheel drive with the looks and economy of a hatchback.

For starters, the 1980 Subaru 4

Wheel Drive Hatchback has the lowest price of any 4WD sedan. And it also delivers the best gas mileage of any 4WD sedan. So you really get the most

for your money.

But best of all, our new hatchback can shift from full time front wheel drive to four wheel drive at the flick of a lever.

So you can travel just about anywhere, anytime. It also has adjustable front and rear suspension, power assist front disc brakes and electronic ignition.

The 1980 Subaru 4WD Hatchback. Beautiful on the outside. Tough on the inside.



DL HATCHBACK Our DL Hatchback is sure to give you a lift.

The easy opening back door makes for quick loading. And the split rear seats fold down, one or both, to increase your luggage space.

And here's something very comforting. The Hatchback is filled with all the creature comforts. You get a rear window defogger, AM radio, rear window washer/

wiper, side window defrosters, and white sidewall steel belted radial tires.

Of course the DL Hatchback is economical too. From its low list price to great gas mileage, the Hatchback is geared to save you money.

GLF HARDTOP Some of its strongest selling points aren't visible to the naked eye.

In addition to DL features, the GLF includes AM/FM radio, tachometer and low-fuel warning light. But as beautiful as this car is, its greatest beauty is in its

logic. The passenger side "walk-in" device slides the seat forward to make it easy to step inside.

You also get wider tires for better maneuverability, plush carpeting, stylish

luxury interiors and an oil pressure gauge.

Give the GLF a test drive. You'll see it's a car that's almost as smart as the people who drive it.



STD HATCHBACK Our new Hatchback can take your money a long way.

Because of its low list price, you start saving money right in the showroom. Then our fuel efficient Hatchback gives you even more for your money with its great gas mileage.

But the Hatchback is more than economical. It's practical. The easy opening hatch makes for quick loading. And there's plenty of space inside for packing in just about anything you want to pack.

In addition, the Hatchback has power

assist front disc brakes, side window defrosters, fold down rear seat, electronic ignition, and white sidewall steel belted radials.

The 1980 Subaru Hatchback. It costs little to buy. And a lot less to run.

DL HARDTOP You'll be attracted by its curves. But its intelligence will hold your interest.

And although most people will know you paid very little for this handsome hardtop, you'll still be able to hold your

head high.

Because in spite of its taut, crouching aerodynamic lines, Subaru has added more head room. As well as more shoulder, hip and leg room. And the car

doesn't weigh much more than last year.

Of course, the Hardtop is loaded with standards like 5-speed transmission, tinted glass and an AM radio.

Just because the dollar has shrunk doesn't mean your car has to.



GL STATION WAGON When you're driving a wagon load of precious cargo, you want a car that looks out for you.

The GL Wagon has an automatic electronic readout that tells you if a door is not quite closed or your brake fluid

level is not quite high enough. It has child safety locks on its rear doors. A wiper/washer for its rear window. And bigger tires that really improve your ride.

And even though it uses very little, the GL will even warn you if your fuel gets low. In addition to DL features, the GL Wagon includes an AM/FM radio, digital clock and tachometer.

The Subaru GL Station Wagon. As smart looking as it is smart.



GL 4WD BRAT® After you save money on the Brat's low list price and great gas mileage, you'll be spoiled by its special features.

The Brat has adjustable front wheel suspension and larger tires for better

stability. And when the road gets rough, it can shift from full time front wheel drive to four wheel drive in one easy step.

This is one four wheel drive that is as beautiful as it is practical. In addition to DL features, the GL Brat includes

AM/FM radio, tachometer, wheel arch molding and a clock. And when it comes to going anywhere under the sun, the Brat has a wide open back with outdoor bucket seats.

The 1980 Subaru Brat. Fun on wheels.



DL STATION WAGON Here's proof that your money will go farther if you buy in volume.

This year our wagon is bigger all around. With 8.5 more cubic feet of cargo space. And as for seating, there's more

room in front and back for heads and tails. But even though the car is bigger, it only weighs a little more than last year.

What's more, this wagon is loaded

with standard features like 4-speed transmission, fold-down rear seat and power assist front disc brakes.

So bring your family in for a fitting. You'll find our wagon fits your needs exactly.

DL 4WD BRAT® The Subaru Brat is the most unique 4 wheel drive on the road today. It's the perfect combination of a tough 4 x 4 and a fun passenger car.

Along with its adjustable front suspension, the Brat also shifts from full time front wheel drive to 4 wheel drive

at the flick of a lever.

It's equipped with power assist front disc brakes, 4 speed manual transmission, 1600 cc engine and mud/snow radial tires. Not to mention AM radio, cigarette

lighter, tinted glass and carpeting. So wherever you go, you go in style.

Of course, the Brat is one of the most economical 4 wheel drives going. From its low price to its great gas mileage, the Brat is designed to save you money. In the showroom. And down the road.



GL 4WD WAGON With our GL 4WD Wagon, you can climb mountains or climb the social ladder.

For mountain climbing, our GL 4WD Wagon easily shifts from full time front wheel drive to 4 wheel drive. Plus you get the added advantage of larger tires for better road handling. Not to mention

adjustable front and rear suspension.

For social climbing, it's a first class wagon that's long on first class features. In addition to DL features, the GL includes an AM/FM radio, low fuel warning light, tachometer, plaid interiors and

digital clock, just to name a few.

What's more the GL 4WD Wagon has a low price and delivers great gas mileage.

So if traveling in luxury is your style, then our GL 4WD Wagon is the only way to travel.



DL 4WD WAGON Because our 4WD Wagon can shift from full time front wheel drive to 4 wheel drive at the flick of a lever, you can get in and out of crowded parking lots or over tough terrain with the greatest of ease.

Besides being able to handle most

any driving condition, our wagon saves you money with its great gas mileage and low list price. And our wagon is not only practical, it's practically a work of art. Behold some of its beautiful features:

AM radio, carpeting, mud/snow radial tires, front and rear window molding and more.

And how's this for a recommendation. The Subaru 4 Wheel Drive Wagon is the Official Car of the U.S. Ski Team.



1980 COLORS



SHADOW BEIGE (M)



SPARK BLUE (M)



COTTON WHITE



CARMINE RED



CASHMERE BEIGE



MILD YELLOW



DEEP BLUE



FINE SILVER (M)

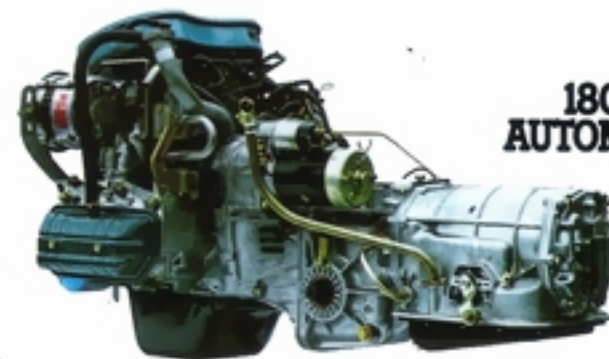


WALNUT BROWN (M)

(M) = Metallic Paint



**OUR GL 4WD WAGON
FEATURES A CENTER HEADLIGHT.**



**1800cc ENGINE WITH
AUTOMATIC TRANSMISSION.**



**1600cc ENGINE WITH
4 SPEED MANUAL TRANSMISSION
AND 4 WHEEL DRIVE**

STANDARD FEATURES	4 DOOR SEDAN		HARDTOP		STATION WAGON		4WD WAGON		4WD BRAT [®]		HATCHBACK		4WD HATCHBACK	
	DL	GL	DL	GLF	DL	GL	DL	GL	DL	GL	STD.	DL	STD.	DL
Tachometer														
Trip Meter														
Voltmeter														
Oil Pressure Gauge														
Electric Clock														
Digital Clock														
AM Radio														
AM/FM Radio														
Intermittent Windshield Wipers														
Rear Wiper/Washer														
Tinted Glass														
Cigarette Lighter														
Split Fold Down Rear Seat														
Solid Fold Down Rear Seat														
Day/Night Rear View Mirror														
Rear Window Defogger														
Side Window Defrosters														
Bumper Protector														
Bumper Overrider														
Airdam Guard														
Drip Rail Molding														
Plain Body Side Protector														
Bright Body Side Protector														
Console														
Standard Steering Wheel														
4-Spoke Steering Wheel														
Package Shelf														
Driver's Side Door Pocket														
Rear Quarter Pocket														
Vinyl Trunk/Cargo Covering														
Carpeted Trunk/Cargo Covering														
Vinyl Floor Covering														
Carpeted Floor Covering														
Lower Door Carpet														
Inside Trunk Release														
Trunk Light														
Front Assist Rail														
Front/Rear Assist Rails														
Passenger Side Walk-In Device														
Door Ajar Warning Light														
Low Fuel Warning Light														
Rear Door Child Lock														
Auto Courtesy Light														
Hinged Rear 1/4 Window														
Front Arm Rest														
Front/Rear Arm Rests														
Vanity Mirror														

SUBARU[®]
INEXPENSIVE. AND BUILT
TO STAY THAT WAY.