

Website copywriting (2018) for Subaru UK (IM Group)

International Motorsq latest 2018 Subaru website introduces information hubsq an easier way for visitors to navigate and explore different model features and Subaru technologies. I was commissioned to develop and refine succinct, punchy page content that would clearly explain the benefits of the brand's advanced engineering and innovative, 5-star NCAP-rated passenger safety systems. Copy: Ian Castle, Freelance Copywriter. Client: IM Group.

XV SAFETY

EyeSight^{*1}, Subaru's advanced driver assist technology, offers XV drivers a second pair of eyes. A high-resolution two camera system detects and interprets the environment, accurately tracking things like vehicles, motorcycles, bicycles and pedestrians. EyeSight comprises six safety systems that, where necessary, provide warnings and collision avoidance assistance as events unfold.

Subaru Rear Vehicle Detection (SRVD) features Blind Spot Monitoring, Lane Change Assist & Rear Cross Traffic Alert. It monitors rear blind spots for danger, makes lane changes safer, and can also warn of the potential for a collision - for instance whilst reversing into a street with passing traffic.

Engaging **High Beam Assist (HBA)** automatically controls the selection of main or dipped beam at night, ensuring the best visibility without dazzling oncoming traffic.

XV's **5* Euro NCAP** rating for safety is the testing agency's highest award. Declared Euro NCAP's BEST IN CLASS Safest Small Family Car 2017, XV achieved the best scores in its segment for Adult Occupant, Child Occupant and Pedestrian Protection and very good performance for its Autonomous Emergency Braking and Lane Support Systems. Automatic transmission is a joy. But sometimes, like when climbing hills or overtaking, you may want to get hands-on. Paddle shifters** on the steering wheel let you change gear yourself. And simply settle back into automatic transmission whenever you want.

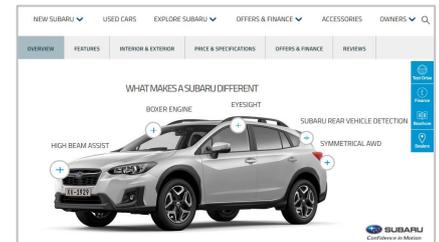
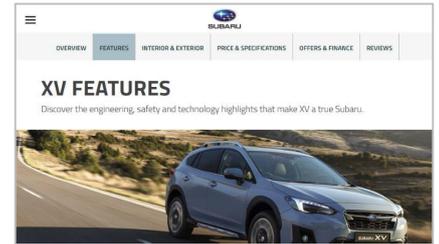
XV TECHNOLOGY

Apple CarPlayⁱ and **Android Auto**^{**2} let you connect your smartphone to the car and use popular apps. Voice recognition capabilities allow hands-free use, keeping everybody safe whilst reducing distractions when you're on the move.

LED steering responsive headlights track ahead in to a corner as you turn, moving the XV headlight beams left or right as you steer to maximise visibility.

*1 EyeSight is a driving support system which may not operate optimally under all driving conditions or for all objects. The driver is always responsible for safe and attentive driving and observance of traffic regulations. See Owner's Manual for complete details on system operation and limitations. **2 Driver is responsible for safe driving. Please refrain from operating the touchscreen while driving.

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BOXER ENGINE
All SUBARU engines sit lower and flatter, creating a vehicle that's perfectly balanced for great handling and road holding.