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FOR IMMEDIATE RELEASE

### **SUBARU ANNOUNCES PRICING FOR 2020 LEGACY**

- Built on Subaru Global Platform
- New XT models with 260-horsepower 2.4-liter turbocharged BOXER engine
- Upgraded 182-horsepower 2.5-liter BOXER engine
- Legacy adds Touring trim level
- Tablet-style high-definition SUBARU STARLINK 11.6-inch touchscreen
- Available segment-exclusive DriverFocus Distraction Mitigation System
- Standard EyeSight Driver Assist Technology with Advanced Adaptive Cruise Control and new Lane Centering function
- Legacy starting price increases by only \$200

**Camden, N.J.** – Subaru of America, Inc. announced pricing on the all-new 2020 Legacy sedan. With standard Subaru Symmetrical All-Wheel Drive and award-winning EyeSight® Driver Assist Technology as well as available tablet-style high-definition 11.6-inch SUBARU STARLINK™ multimedia screen, DriverFocus™ Distraction Mitigation System and new XT models with 260 horsepower, the 2020 Legacy offers greater safety, technology, performance and refinement than ever before.

Built on the Subaru Global Platform, which offers increased safety, dynamics and quietness as well as reduced noise, vibration and harshness (NVH), both models will begin arriving at Subaru retailers this fall.

All 2020 Subaru Legacy models are equipped with EyeSight Driver Assist Technology that now features Advanced Adaptive Cruise Control with Lane Centering Function; EyeSight Assist Monitor that provides a head-up display with EyeSight warnings and system status on the windshield; and LED headlights (low & high beam) with High Beam Assist. The Legacy will be available in Base, Premium, Sport, Limited, Limited XT and Touring XT models.

The all-new sedan has a starting price of \$22,745, an increase of only \$200 from the 2019 model. The Base trim comes equipped with the all-new SUBARU STARLINK dual 7.0-inch Multimedia system that features an upper 7-inch touchscreen with audio controls, and lower 7-inch screen that accesses the climate control system and controls for EyeSight and other vehicle systems. The multimedia system audio features include AM/FM/HD Radio; Apple CarPlay™ and Android™ Auto; SiriusXM (with 4-month audio and 3-years Travel Link®); new STARLINK apps; and Clari-Fi music restoration.

The entry-level trim is also equipped with standard Subaru Symmetrical All-Wheel Drive and Active Torque Vectoring and is powered by a new version of the 2.5-liter SUBARU BOXER engine. The revised engine produces 182 hp and 176 lb-ft of torque and is paired with standard Lineartronic® CVT (continuously variable transmission) with new 8-speed manual shift mode and steering wheel paddle shift control switches. The 2.5-liter engine comes standard with Auto Start-Stop for improved fuel efficiency and achieves up to 35 mpg.

The 2020 Legacy Premium begins at \$24,995. Upgrades over the Base trim include All-Weather Package (heated front seats, heated exterior mirrors and windshield wiper de-icer), leather-wrapped steering wheel, dual-zone automatic climate control system and a 10-way power driver seat that includes power lumbar support. The Premium now comes standard with power-folding exterior mirrors in matching body color with an integrated turn signal.

The Legacy Premium, Sport and Limited feature as standard the all-new SUBARU STARLINK 11.6-inch Multimedia Plus system with an 11.6-inch high-resolution touchscreen with on-screen controls for audio, HVAC and vehicle features; combination meter integration; smartphone integration with Apple CarPlay™, Android™ Auto and new STARLINK apps; Bluetooth® hands-free phone and audio streaming connectivity; AM/FM stereo; SiriusXM® All Access Radio and SiriusXM Travel Link®; HD Radio® and over-the-air updates. STARLINK Connected Services are available as an opt-in feature on Premium and above trims.

The first of two option packages for the Premium includes Blind-Spot Detection with Lane-Change Assist and Rear Cross-Traffic Alert, Keyless Access with Push-Button Start and LED fog lights. The second package adds a Power Moonroof and the top-of-the-line STARLINK 11.6-inch Multimedia Navigation system.

The 2020 Subaru Legacy Sport starts at \$26,945. The Sport upgrades the Premium trim with unique 18-inch sport-styled wheels in black finish; sport-type front grille; body color rocker trim and trunk spoiler; LED fog lights; and exterior mirrors in Crystal Black Silica finish. Exclusive to the Sport is a two-tone cloth interior with red accent stitching, carbon fiber finish patterned trim

and leather-wrapped steering wheel with red stitching.

The Legacy Sport has an available option package with Power Moonroof, STARLINK 11.6-inch Multimedia Navigation system, Reverse Automatic Braking and Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert.

The 2020 Legacy Limited, with a starting price of \$29,745, adds luxury features including perforated leather-trimmed upholstery; heated rear seat backs and cushions; rear-seat air conditioner outlets; and a 10-way power driver's seat with two-position memory and power lumbar support. Also, the Limited has an 8-way power front passenger seat; 18-inch aluminum alloy wheels in black with machine finish; LED fog lights; Keyless Access with Push-Button Start; Reverse Automatic Braking; Steering Responsive Headlights; and Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert. The exterior side mirrors now feature two-position memory and auto-tilt for passenger mirror while in reverse.

The Limited has an option package with STARLINK 11.6-inch Multimedia Navigation system, Power Moonroof, Heated Steering Wheel, and DriverFocus Distraction Mitigation System.

At \$34,195, the Legacy Limited XT adds the new 260-horsepower 2.4-liter direct-injection SUBARU BOXER® engine paired with a high-torque Lineartronic CVT with 8-speed manual control and steering wheel paddle shift control switches. The turbocharged engine comes standard with Auto Start-Stop for improved fuel efficiency and achieves up to 32 mpg. The Limited XT also adds the STARLINK 11.6-inch Multimedia Navigation system, Power Moonroof, Heated Steering Wheel, insulated front door glass and DriverFocus Distraction Mitigation System to its list of standard features.

Another first for the 2020 Legacy is the addition of the Touring trim. The top trim is part of the new XT model lineup. The Legacy Touring XT builds on the Limited XT with the addition of a Front View Monitor, exterior mirrors with satin finish and a Nappa leather interior. The Legacy Touring XT is priced at \$35,895.

SUBARU STARLINK Safety and Security systems offer two packages that are among the most affordable in the industry. The STARLINK Safety Plus package includes SOS Emergency Assistance, Enhanced Roadside Assistance, Automatic Collision Notification, Maintenance Notifications, Monthly Vehicle Health Report and Diagnostic Alerts. For even greater peace of mind, the STARLINK Safety Plus & Security Plus Package adds Stolen Vehicle Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Vehicle Locator.

The Legacy is built at Subaru of Indiana Automotive (SIA) in Lafayette, IN.

2020 Legacy				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + Destination and Delivery
Legacy	CVT	01, 02	\$22,745	\$23,645
Legacy Premium	CVT	11, 13, 15	\$24,995	\$25,895
Legacy Sport	CVT	21, 27	\$26,945	\$27,845
Legacy Limited	CVT	31, 34	\$29,745	\$30,645
Legacy Limited XT	CVT	32	\$34,195	\$35,095
Legacy Touring XT	CVT	41	\$35,895	\$36,795

2020 Legacy Option Packages		
Code	Description	MSRP
01, 11, 21, 31, 32, 41	Standard Model	N/A
02	Alloy Wheel Package	\$350
13	Blind-Spot Detection w/ Rear Cross-Traffic Alert + Keyless Access & Push-Button Start + LED Fog lights	\$1,000
15	Blind-Spot Detection w/ Rear Cross-Traffic Alert + Keyless Access & Push Button Start + LED Fog lights + Power Moonroof + 11.6-inch Multimedia Navigation System	\$2,595
27	Blind-Spot Detection w/ Rear Cross-Traffic Alert + Power Moonroof + Reverse Automatic Braking + 11.6-inch Multimedia Navigation System	\$2,245
34	Power Moonroof + 11.6-inch Multimedia Navigation System + Heated Steering Wheel + Driver Focus (Distraction Mitigation System)	\$2,045

Destination & Delivery is \$900 for Legacy and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. Add \$150 to D&D for retailers in Alaska.

### About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the

[Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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