



Media Information

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SUBARU OF AMERICA ANNOUNCES PRICING ON 2017 SUBARU LEGACY AND OUTBACK MODELS

- Legacy with Symmetrical All Wheel Drive standard begins at \$21,995
- New Reverse Automatic Braking and High Beam Assist safety technologies
- All new Outback Touring becomes flagship model
- Debut of new Legacy 2.5i Sport trim

Cherry Hill, N.J., May 26, 2016 - Subaru of America, Inc. today announced pricing on the 2017 Outback and Legacy lines. These 2017 models will arrive into retailers during July 2016.

In one of the industry's most competitive segments, the midsize Legacy sedan remains the only model to come standard with all-wheel drive. The combination of Subaru's acclaimed Symmetrical All-Wheel Drive and standard Active Torque Vectoring give Legacy confident grip in all weather conditions. The 2017 Legacy 2.5i, featuring a 175-horsepower 2.5-liter Boxer engine and standard Lineartronic® Continuously Variable Transmission (CVT) with manual mode and paddle shifters, has a starting MSRP of \$21,995.

Premium trim Legacy upgrades include 17-in. alloy wheels, the All-Weather Package (heated front seats, heated exterior mirrors and windshield wiper de-icer), dual zone automatic climate control system, 10-way power driver's seat, leather-wrapped steering wheel and shift handle, electroluminescent instrument panel with LCD color display, auto up/down front windows, illuminated overhead console and front door pull handles and body-color side mirrors. The well-equipped 2017 Legacy 2.5i Premium begins at \$23,995.

The Subaru Legacy 2.5i Sport debuts as a 2017 model with exclusive styling features including unique two-tone interior with piano black and carbon fiber patterned trim, 18-in. sport-styled wheels, dark gray front grille and fog lights with gloss black housing. Chrome-accent rocker trim and high luster silver-finished turn-signal mirrors further emphasize the sleek look of this new trim. The Legacy 2.5i Sport debuts at \$25,595 and is available with EyeSight® and a suite of accompanying safety features like Blind Spot Detection & High Beam Assist as well as Reverse Automatic Braking.

The Legacy 2.5i features a STARLINK Multimedia with today's most in-demand user technologies, including: 6.2-in. single-touch gesture display, AM/FM stereo with HD Radio®, SiriusXM Satellite Radio, with a 4 month free trial of audio and Travelink information including sport and weather, single-disc CD player, Bluetooth® hands-free phone connectivity and audio streaming, iPod® control, iTunes® Tagging, a USB port and auxiliary input jack. Smartphone integration features Aha™ and Pandora®, along with STARLINK cloud applications iHeartRadio®, Stitcher, Calendar, Music Player, News and Weather. The screen also provides the display for the standard rear vision camera.

Premium, Sport, and Limited trims have a standard STARLINK 7.0" Multimedia Plus with a high-resolution 7-in. LCD screen featuring multi-touch gesture controls, Bluetooth hands-free SMS text messaging and dual USB ports.

Beginning at \$28,840, the Legacy Limited adds perforated leather-trimmed upholstery, Power Moonroof Package, Keyless Access with Push Button Start, heated rear seat backs and cushions, rear-seat air conditioner outlets, 4-way power front passenger seat, a harman/kardon® 575-watt equivalent amplifier and harman/kardon surround 12-speaker audio system, 18-inch alloy wheels, fog lights, turn-signal side mirrors and woodgrain-pattern matte-finish interior accent trim and Stablax suspension tuning.

Legacy Limited trim with EyeSight® Driver Assist Technology also come equipped with Blind Spot Detection & High Beam Assist as well as Reverse Automatic Braking. The 7.0" Multimedia Navigation System with 3 years of free map updates is also offered. New for 2017 on 2.5i Legacy Limited equipped with Eyesight are HID low beam headlights and multi-reflector halogen high beams. Automatic HID low beam height adjust control comes standard on EyeSight-equipped Limiteds.

2017 SUBARU OUTBACK

The fifth generation Subaru Outback, the World's First Sport-Utility Wagon®, continues as a segment leader after more than 20 years. Equipped as standard with Symmetrical All-Wheel Drive, raised ground clearance, X-Mode, Hill Descent Control and Hill Start Assist, the roomy Outback is a master of outdoors-oriented activities and everyday family hauling.

Offered in four trim levels, starting with an MSRP of \$25,645, Outback comes standard with a 2.5-liter Boxer engine and Lineartronic CVT with manual mode and paddle shifters. The Outback 2.5i achieves 25 mpg city/32 mpg EPA-estimated fuel economy, among the highest for midsize crossovers with all-wheel drive.

The Outback 2.5i models feature STARLINK 6.2" Multimedia with today's most in-demand user technologies, including: 6.2-in. single-touch gesture display, AM/FM stereo with HD Radio®, single-disc CD player, Bluetooth® hands-free phone connectivity and audio streaming, iPod® control, iTunes® Tagging, a USB port and auxiliary input jack. Smartphone integration features Aha™ and Pandora®, along with STARLINK cloud applications iHeartRadio®, Stitcher, Calendar, Music Player, News and Weather. The screen also provides the display for the standard rear vision camera.

In addition to STARLINK, Premium trim adds the All-Weather Package (heated front seats, heated exterior mirrors and windshield wiper de-icer), dual zone automatic climate control system, 10-way power driver's seat, leather-wrapped steering wheel and shift handle, electroluminescent instrument panel with LCD color display, auto up/down front windows, illuminated overhead console and front door pull handles and body-color side mirrors. Premium trim also offers an optional Power Rear gate with height memory.

Premium and Limited trims have a standard STARLINK 7.0" Multimedia Plus with a high-resolution 7-in. LCD screen featuring multi-touch gesture controls, Bluetooth hands-free SMS text messaging and dual USB ports. These trims offer Sirius XM satellite radio with Travelink information including weather and sports. There is a 4-month free trial on these services. The Touring trim comes standard with the 7.0" Multimedia Navigation System that includes a 3-year free trial of SiriusXM satellite radio, SiriusXM Traffic, and SiriusXM Travelink as well as 3 years of free map updates.

The Limited trim Outback is priced from \$32,390 and steps up the luxury with perforated leather-trimmed upholstery, heated rear seat backs and cushions, rear-seat air conditioner outlets, 4-way power front passenger seat, a harman/kardon® 575-watt equivalent amplifier and harman/kardon surround 12-speaker audio system, 18-inch alloy wheels, fog lights, turn-signal side mirrors and woodgrain-pattern matte-finish interior accent trim. HID low beam headlights and multi-reflector halogen high beams come standard on Outback Limited while automatic HID low beam height adjust control comes standard on EyeSight-equipped Limited models.

New for 2017, a flagship Outback 2.5i Touring model debuts featuring a dark gray grille insert and 18-in. wheels with

dark gray accents and machined finish. Low-profile roof rails in a silver finish along with lower cladding and Outback badging in chrome accentuate the unique styling of this model. Brilliant Brown Pearl is added to the exterior options while all Touring interiors feature a new Java Brown leather-trimmed upholstery, door panels and armrests with contrasting ivory stitching. Refinements including a unique woodgrain interior finish and piano- black switch panels accents complete the signature look. A heated steering wheel is also standard on Touring trim. Touring models are also available with a 256-horsepower 3.6 liter, 6-cylinder Boxer engine teamed to a high-torque Lineartronic CVT with manual mode and paddle shifters. Outback Touring models are priced from \$35,995.

Subaru Legacy and Outback both earned the Insurance Institute of Highway Safety's (IIHS) Top Safety Pick+ rating with the available Subaru-developed EyeSight system. The EyeSight system partners multiple safety technologies to act as a 'second set of eyes' for the driver. The system includes Adaptive Cruise Control, Automatic Pre-Collision Braking, Lane Departure and Sway Warning as well as Lane Keep Assist.

New for 2017, Limited and Touring trim models receive Reverse Automatic Braking, which detects object when reversing and automatically triggers an alert and brakes the vehicle to avoid a collision and High Beam Assist as standard, in addition to Blind Spot Detection and Rear Cross Traffic Alert.

SUBARU STARLINK Safety and Security systems to continue to provide 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 and Outback are built at Subaru of Indiana Automotive (SIA) in Lafayette, IN.

2017 SUBARU LEGACY

Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery
2.5i	CVT	'01, '02	\$21,995	\$22,815
2.5i Premium	CVT	11,12,14,15	\$23,995	\$24,815
2.5i Sport	CVT	11,17	\$25,995	\$26,815
2.5i Limited	CVT	21,24	\$28,840	\$29,660
3.6R Limited	CVT	21,23	\$31,640	\$32,460

2017 SUBARU LEGACY OPTION PACKAGES

CODE 01	Standard Model 2.5i	N/A
CODE 02	Alloy Wheel Package	\$350
CODE 11	Standard Model 2.5i Premium & 2.5i Sport	N/A
CODE 12	Moonroof Package	\$1,195

CODE 14	EyeSight® +Blind Spot Detection +Rear Cross Traffic Alert (BSD/RCTA) +High Beam Assist	\$1,495
CODE 15	Moonroof Package +Navigation +EyeSight +BSD/RCTA + High Beam Assist	\$3,090
CODE 17	EyeSight + Navigation +BSD/RCTA + High Beam Assist + Reverse Automatic Braking	\$2,095
CODE 21	Standard Model 2.5i Limited & 3.6R Limited	N/A
CODE 23	EyeSight +Navigation + High Beam Assist + Reverse Automatic Braking	\$1,595
CODE 24	EyeSight + Navigation + High Beam Assist + Reverse Automatic Braking + HID Lights	\$1,995

Destination & Delivery is \$820 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$970 for dealers in Alaska.

2017 SUBARU OUTBACK

Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery
Outback 2.5i	CVT	1	\$25,645	\$26,520
Outback 2.5i Premium	CVT	11,12,14,15	\$27,695	\$28,570
Outback 2.5i Limited	CVT	21,24	\$32,390	\$33,265
Outback 2.5i Touring	CVT	31	\$35,995	\$36,870
Outback 3.6R Limited	CVT	21,23	\$34,995	\$35,870
Outback 3.6R Touring	CVT	31	\$38,195	\$39,070

2017 SUBARU OUTBACK

CODE 01	Standard Model 2.5i	N/A
CODE 11	Standard 2.5i Premium	N/A
CODE 12	Moonroof Package + Power Rear Gate	\$1,695

CODE 14	EyeSight + Blind Spot Detection (BSD)/Rear Cross Traffic Alert (RCTA)+ Power Rear Gate + High Beam Assist	\$1,995
CODE 15	Moonroof Package + Power Rear Gate + Navigation System + EyeSight + BSD/RCTA + High Beam Assist	\$3,590
CODE 21	Standard Model 2.5i Limited & 3.6R Limited	N/A
CODE 23	EyeSight + Navigation + High Beam Assist + Reverse Automatic Braking	\$1,595
CODE 24	EyeSight + Navigation + High Beam Assist + Reverse Automatic Braking + HID Lights	1,995
CODE 31	Standard Model 2.5i Touring and 3.6R Touring	N/A

Destination & Delivery is \$875 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,025 for dealers in Alaska.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan.

Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 620 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. For additional information visit media.subaru.com.