

# Media Information



Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Dominick Infante  
(856) 488-8615  
[dinfante@subaru.com](mailto:dinfante@subaru.com)

Charles Ballard  
(856) 488-8759  
[cballard@subaru.com](mailto:cballard@subaru.com)

## 2020 SUBARU LEGACY CHOSEN FOR WARDS 10 BEST USER EXPERIENCES LIST

- Subaru earns fourth consecutive Wards 10 Best UX award
- Recognized for user-friendly multimedia system
- Best-performing driver-assist technology in any vehicle evaluated
- Praised for intuitive smartphone integration

Camden, N.J., Jul 23, 2020 - Subaru of America, Inc. announced today the 2020 Legacy was named to the 2020 Wards10 Best User Experiences list for intuitive and effective interior features including connectivity, infotainment, controls and driver-assist technology.

The 2020 Legacy is the fourth consecutive Wards 10 Best UX winner for Subaru, following last year's award-winning Outback, Ascent in 2018, and Impreza in 2017.

WardsAuto, a leading provider of automotive reporting and insights, evaluated 18 vehicles for the 5th annual competition. The vehicles were tested and rated by editors on their ability to enhance an individual's lifestyle and make technology easy to use.

Front and center inside the Legacy is an all-new tablet-style 11.6-inch high-resolution touchscreen, the largest, most advanced system ever in a Subaru. Standard on all but the Base trim, the 11.6-inch integrated center information display offers on-screen controls for audio, HVAC and vehicle settings, as well as smartphone integration for Apple CarPlay® and Android™ Auto. Like with a smartphone, app icons on the touchscreen can be moved and configured based on personal preference. The top-of-the-line 11.6-inch Multimedia with Navigation adds navigation powered by TomTom® and voice-activated navigation.

With safety as a top priority, the all-new seventh-generation sedan comes standard with award-winning Subaru EyeSight® Driver Assist Technology. Acting as a second pair of eyes for the driver, EyeSight uses two cameras mounted above the rear-view mirror to detect and react to obstacles in the vehicle's path. The EyeSight suite of features now includes Advanced Adaptive Cruise Control with Lane Centering. The Lane Centering function assists with centering the vehicle within the travel lane at highway speeds.

Available segment-exclusive DriverFocus Distraction Mitigation System uses a dedicated near-infrared camera and facial recognition technology to identify signs of driver fatigue or distraction and provides audio and visual warnings to alert the driver and passengers.

Additional available driver-assist technologies include LED Steering Responsive Headlights, Reverse Automatic Braking, Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert, and EyeSight Assist Monitor with heads-up display.

The 2020 Subaru Legacy is the only vehicle in its segment to feature all-wheel drive as standard equipment. The midsize sedan starts at \$22,745 and is available in Base, Premium, Sport, Limited, Limited XT and Touring XT models.

The Legacy is built at Subaru of Indiana Automotive (SIA) in Lafayette, IN, along with the Ascent, Impreza, and Outback.

#### **ABOUT WARDAUTO**

WardsAuto is a world-leading provider of automotive insights and analysis, having served the industry's information needs for more than 90 years. A Southfield, MI-based Informa business, WardsAuto provides a forward-looking perspective on all aspects of the automotive business, from the tech center to the plant floor to the showroom. Its services include the premium Subscribers.WardsIntelligence.com resource and suite of customizable data reporting tools, the WardsAuto Interiors and User Experience (UX) Conferences, WardsAuto Engine & Propulsion Summit, digital newsletters and magazines, as well as the Wards Intelligence Outlook and Focus Conferences. As a part of our parent organization, Informa Tech, our mission is to bring together the entire ecosystem of those in technology and automotive to accelerate the future of our industries. Subscribe to WardsAuto and attend its events by visiting <http://www.wardsauto.com>.

#### **ABOUT INFORMA TECH**

Informa Tech inspires the tech community to design, build and run a better digital world by informing, educating and connecting the community through world-class research, training, events and media. Informa Tech serves 10 market pillars including: Automotive, Artificial Intelligence, Components & Devices, Cybersecurity, Enterprise IT, Game, Industry Verticals, Internet of Things, Media & Entertainment and Service Providers. Across Informa Tech, we are pleased to offer an unrivaled reach to decision-makers in the technology marketplace, leveraging our over 100 recognized brands trusted for research, information, education, and networking.

#### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is an indirect 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 plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing 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 and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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. For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).