



Media Information

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Subaru To Introduce All-New 2010 Legacy At New York International Auto Show

Roomiest Legacy Ever with New Level of Comfort, Quiet and Refinement
Bold New Design Stands Apart from Mainstream Midsize Sedans
New 6-speed Manual and CVT Transmissions for Legacy 2.5i Models
2.5GT Models Gain 265-hp Turbo Engine and 6-Speed Transmission
New Legacy 3.6R Models Featuring More Powerful 6-Cylinder Engine

New York, Mar 30, 2009 - Subaru of America, Inc. today announced that the all-new 2010 Legacy® sedan will debut at the New York International Auto Show, providing a bolder design language in a larger midsize package. The 2010 Legacy, whose predecessor is renowned for its sporty handling and reliability, now features a longer wheelbase, almost four inches of extra rear seat legroom and a new powertrain lineup featuring the new Subaru Lineartronic™ CVT (continuously variable transmission).

The 2010 Legacy is built on a new platform that increases room and comfort while preserving the agility and fun-to-drive spirit of the previous model. New powertrains and new suspension design combine with proven Subaru safety technology to deliver a unique offering in the midsize segment. As are all Subaru models, every Legacy is equipped as standard with Symmetrical All-Wheel Drive, an invaluable performance- and safety-enhancing system that sets Legacy apart among midsize sedans. All-wheel drive is rare in the midsize segment, and only Legacy makes it standard.

The Legacy line for 2010 will offer three levels of performance. Legacy 2.5i models -- 2.5i, 2.5i Premium and 2.5i Limited -- are powered by a revised 170-hp 2.5-liter 4-cylinder Boxer engine (with available PZEV rating) and equipped with a new standard 6-speed manual transmission or the new Lineartronic™ CVT. Both transmissions help to improve acceleration, response and fuel economy.

The Legacy 2.5GT models make a leap in performance for 2010. Both the 2.5GT Premium and 2.5GT Limited models are powered by a new 265-hp turbocharged / intercooled Boxer engine. The new engine features a unique turbocharger that is mounted below the engine. This new location not only contributes to smooth turbocharger response and improved emissions, but also lowers the car's center of gravity. In the Legacy 2.5GT models, this high-performance engine is mated with a new 6-speed manual transmission. Designed for the discerning enthusiast, the Legacy 2.5GT models are equipped to challenge some of the best names in the sport sedan field.

Three new Legacy 3.6R models - the 3.6R, 3.6R Premium and 3.6R Limited - offer a sophisticated blend of performance and comfort. All are powered by a new 256-hp 3.6-liter 6-cylinder Boxer engine matched to a 5-speed electronic automatic transmission. Compared to the 3.0-liter 6-cylinder engine it replaces, the more powerful 3.6 has

the same external size and uses regular-grade fuel, rather than premium as the 3.0 required.

Bold Design Statement in the Midsize Arena

The 2010 Legacy, while rivaling midsize segment leaders in roominess, stands apart with a bold, high-tech look. The Subaru badge centers the new grille, which features a squared off lower edge. Character lines arc from the grille and form power bulges on the hood and taper off into the A-pillar. The sleek silhouette incorporates a larger greenhouse, and a shorter deck gives the vehicle a sporty look. Powerful wheel arches echo the power running through the Symmetrical AWD System. A range of new wheel cover- and alloy-wheel designs also debut on the 2010 Legacy, with the 2.5GT models featuring 18-in. alloy wheels and low-profile tires. A functional hood scoop directs air to the engine-mounted intercooler.

Besting Midsize Benchmarks

Built on an all-new platform, the 2010 Legacy offers roominess comparable to mainstream midsize sedans, with a focus on usable space and long-distance driving comfort. The wheelbase grows to 108.3-in., a 3.2-in. increase over the previous Legacy. The 2010 Legacy provides nearly four inches of additional rear legroom, which is enhanced by the scalloped back design of the new front seats.

The new Legacy is 3.2-in. higher and 3.6-in. wider than the previous model, yielding gains in head, shoulder and hip room. The 2010 Legacy offers more total passenger room (103 cu. ft.) than many competitors. The new-generation Legacy also offers one of the largest trunks (14.7 cu. ft.) in the segment - a significant achievement considering that the car's design requires packaging a rear differential and drive axles. Overall vehicle length is up by just 1.4-in. (now 186.4 in.), but overhang dimensions are reduced compared with the previous model.

The 2010 Legacy interior is not only more spacious than before, but takes another step up in refinement from an already-praised design in the previous model. The sporty four-dial instrument panel is augmented in all Legacy models by a multi-information display with trip computer located in the center of the dashboard. Richer looking appointments and details abound, including a sporty 3-spoke steering wheel (leather-wrapped in all but the base 2.5i). A new electronic parking brake - with an electronic Hill Holder System -- eliminates the traditional parking brake handle, freeing up space in the center console.

Confident, Agile Handling and Safety for any Road ... or any Weather

The new Legacy improves crash-worthiness and provides a stiffer platform for a smoother, quieter ride - but retains the crisp handling and balance Subarus are known for. Legacy 2.5i and 2.5i Premium models feature 16-in. wheels (alloy on Premium); the 2.5GT models are exclusively equipped with 18-in. alloy wheels with 225/45R18 tires. The 6-cylinder Legacy 3.6R models have 17-in. alloy wheels with 225/50R17 tires.

All Legacy models for 2010 are equipped as standard with Vehicle Dynamics Control (VDC), which combines stability and traction control capability. All 2010 Legacy models are equipped with a standard 4-wheel disc Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD). Additionally, Subaru's Brake Assist safety system is available on all models.

MacPherson-type strut front suspension is mounted to a new engine cradle, and the engine is attached to the cradle using new hydraulic mounts. The new cradle uses high-strength steel and is designed to also enhance frontal crash protection. A new double-wishbone rear suspension, mounted to a sub frame, replaces the previous multi-link configuration to provide improved ride, stability and handling. The enhancement of body rigidity and the new suspension design help to reduce levels of noise, vibration, and harshness (NVH). Increased wheel travel and optimized suspension geometry also contribute to improved ride comfort.

New Level of Comfort and Convenience in All Models

Standard comfort and available amenities are increased across the Legacy line for 2010. The base 2.5i model, for example, features standard steering wheel audio and cruise control buttons, a 60/40 split fold-down rear seat, new electronic parking brake, automatic lights-on function, ambient overhead console lighting and an available iPod jack. The all-new electronic Hill Holder System holds the vehicle in place until the driver applies the throttle to pull away from a stop. Previous versions of this system only held the car for a few seconds.

Legacy Premium models add more amenities, including an 8-way power driver's seat with power lumbar support adjustment and driver's auto up/down window. The Premium models also offer additional comfort and convenience options, including a harman-kardon® audio system, a power moonroof, and the All-Weather Package that adds heated front seats and mirrors and a windshield wiper de-icer.

The Legacy Limited models feature leather upholstery, dual zone automatic climate control and a 4-way power front passenger seat. The Limited models exclusively offer an available voice-activated GPS navigation system with an 8-in. LCD display and rear-view backup camera, hands-free Bluetooth® connectivity and streaming Bluetooth audio.

Revised 2.5-liter Boxer Engine with New 6-Speed Manual or CVT

The 2010 Legacy 2.5i models are powered by a revised 2.5-liter 4-cylinder Boxer engine, teamed for the first time to a new 6-speed manual transmission or the available new Lineartronic™ CVT. The CVT is standard in the Legacy 2.5i Limited, where it is also equipped with a manual mode and steering wheel paddle shifters.

The 2.5-liter engine, which is available as PZEV-certified, is modified for 2010 to improve performance, responsiveness, and economy. The engine delivers 170 horsepower @ 5,600 rpm and 170 lb.-ft. of peak torque @ 4,000 rpm. The i-Active Valve Lift System (AVLS) ensures a broad torque curve and smooth response at all engine speeds, while also helping to improve fuel efficiency. All Legacy models for 2010 feature a larger fuel tank, now 18.5 gallons vs. 16.9 gallons in the previous model, to extend driving range.

Whether teamed to the new 6-speed manual transmission or the Lineartronic™ CVT, the roomier 2010 Legacy provides quicker acceleration and lower fuel consumption than comparable 2009 Legacy models. Either transmission helps make the Legacy more responsive in everyday driving.

Subaru has adopted a chain-type CVT, the world's first longitudinally mounted CVT system for AWD production vehicles. It employs smaller pulley cores, which helps make the unit compact and can help provide better fuel efficiency compared to belt-type CVTs. Unlike a conventional automatic transmission, which uses fixed gear ratios, a CVT provides infinite variability between the highest and lowest available ratios with no discernable steps or shifts. The CVT continuously and smoothly adapts to performance demand, helping to keep the engine in its most efficient operating range.

Because a CVT does not shift gears, the driver enjoys smoother performance in all driving situations. The selectable manual mode of the Lineartronic™ CVT uses six pre-selected steps to allow the driver to "shift" manually using steering wheel paddle controls.

Legacy 2.5GT: 265 Turbocharged Horses

The new-generation Legacy 2.5GT models get a significant boost in performance from the revised 2.5-liter turbocharged / intercooled engine (based on the Impreza WRX engine) teamed to a new standard 6-speed manual transmission. Notably, the new 6-speed is more than 50 pounds lighter than the 6-speed unit used in the 2009 Legacy 2.5GT spec.B.

A larger turbocharger increases boost, and a new exhaust uses a low-density catalyst for reduced backpressure. To improve weight distribution and help lower the center of gravity, the turbocharger is now mounted below the engine. With 265 horsepower and 258 lb.-ft. of peak torque (compared to 243 hp and 241 lb.-ft. in the previous 2.5GT models),

the 2010 Legacy 2.5GT models can accelerate from zero to 60 mph in under six seconds.

3.6-liter H6 Engine: Premium Performance with Regular-Grade Fuel

The new 3.6-liter H6 engine replaces the previous 3.0-liter H6, yet features the same external dimensions thanks primarily to a unique shortened connecting rod design. As a result, this larger-displacement and more powerful engine maintains its excellent low center of gravity. The 3.6 Boxer engine produces 256 horsepower and 247 lb.-ft. of peak torque, compared to 245 hp and 215 lb.-ft. of torque for the previous 3.0-liter engine. Active Valve Control System (AVCS) variable valve timing on both the intake and exhaust valves optimizes power delivery across the engine's speed range while helping to reduce emissions.

Not only does the 3.6 engine offer greater performance than the previous 3.0-liter unit, but does so using regular-grade fuel compared to premium required in the 3.0. The specially tuned five-speed automatic transmission, combined with the greater torque output of the new engine, helps make the Legacy 3.6R models more responsive when driving in hilly areas by significantly reducing "hunting" between gears.

Symmetrical All-Wheel Drive A Key To Brand Identity

Subaru offers three different Symmetrical All-Wheel Drive systems in the 2010 Legacy line, each tailored to the engine and type of transmission. In Legacy 2.5i models equipped with the 6-speed manual transmission, the AWD system uses a viscous-coupling locking center differential to distribute power 50/50 front to rear. Slippage at either set of wheels will send more power to the opposite set.

Legacy 2.5i models equipped with the Lineartronic™ CVT use an electronically managed continuously variable transfer clutch to actively control power distribution in response to driving conditions.

Legacy 3.6R models exclusively feature advanced Variable Torque Distribution (VTD) All-Wheel Drive with a 5-speed automatic transmission. A planetary center differential works with an electronically controlled continuously variable hydraulic transfer clutch to manage power distribution. The VTD system normally sends more power to the rear wheels to enhance handling agility, and it continuously adjusts power distribution in response to driving and road conditions.

The Subaru Safety Story

The Legacy, like all Subaru models, has consistently earned top scores in government and insurance industry crash tests. The 2010 Legacy is designed to further raise the safety quotient. Subaru's Ring-Shaped Reinforcement Frame safety structure, proven over a decade in all Subaru models, again forms the foundation for crash protection and occupant safety in the new-generation 2010 Legacy. A new engine cradle design improves front impact safety, and the 2010 Legacy features greater use of high-strength steel.

The 2010 Legacy models include as standard equipment front seat side impact air bags and side curtain air bags that offer additional head protection for front and rear occupants. Intelligent dual-stage deployment front air bags use sensors to detect the presence and weight of a front passenger and also the driver's distance from the steering wheel. The system determines front air bag deployment strength for optimal occupant protection.

New in the 2010 Legacy, high-strength front seat frames provide enhanced protection against whiplash injury in a rear-end collision. With the entire seat optimized for a rear-end collision, Subaru replaced the previous active front head restraints with a more comfortable design.

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 nearly 600 dealers across the United States. Subaru makes the best-selling All-Wheel Drive car

sold in America based on R.L. Polk & Co. new vehicle retail registration statistics calendar year-end 2007. In addition, Subaru boasts the most fuel-efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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 www.subaru.com.