



# Media Information

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

CONTACT: Michael McHale  
(856) 816-1231  
[mmchale@subaru.com](mailto:mmchale@subaru.com)

## Subaru Announces Pricing On All-New 2010 Legacy

*Roomiest Legacy Ever with New Levels of Comfort, Quietness and Refinement*  
*New 6-speed Manual and CVT Transmissions for Legacy 2.5i Models*  
*2.5GT Improves to 265-hp Turbo Engine and a New 6-Speed Manual Transmission*  
*New Legacy 3.6R Model Features More Powerful 6-Cylinder Engine*

Cherry Hill, N.J., Apr 28, 2009 - Subaru of America, Inc. today announced pricing for the all-new 2010 Legacy® sedan. Pricing will start at \$19,995 -- \$800 lower than the previous generation Legacy sedan -- which set a sales record in 2008.

The new Subaru Legacy provides for a bolder design language in a larger midsize package. The 2010 Legacy, whose predecessor is renowned for its sporty handling and reliability, now has a longer wheelbase, four inches of extra rear seat legroom and a new powertrain lineup featuring the new Subaru Lineartronic™ CVT (Continuously Variable Transmission). All Legacy models now feature an all-new front McPherson strut, rear double-wishbone suspension with front and rear stabilizer bars for improved ride & handling. Additionally, all Legacy models are upgraded with a much larger 18.5 gallon fuel tank for better operating range.

As with all Subaru vehicles, Symmetrical All-Wheel Drive is standard, which helps driving performance by enhancing traction regardless of weather conditions.

### Model Pricing Highlights:

The **2.5i** is equipped with either the 6-speed manual transmission with a starting price of \$19,995 or the all-new Lineartronic CVT as an option with a starting price of \$20,995.

This base model comes complete with 4-wheel disc brakes, quick-ratio power steering, tilt and telescope steering column, 8 cup holders, 60/40 split-folding rear seatbacks, electronic parking brake with Hill Holder® system, auto on/off exterior lights (autolights), AM/FM Stereo with single-disc CD player, auxiliary input jack and 4 speakers, dual lit visor mirrors, variable intermittent wipers, overhead console with sunglasses holder and remote keyless entry system.

There are a number of options available for the 2010 Legacy. (Availability varies by trim level):

- Power moonroof at \$995
- All-Weather Package at \$500 which includes: heated front seats, windshield wiper de-icer and heated exterior

mirrors

- harman/kardon® audio system for \$995 which includes: AM/FM 6 CD, 440 Watt harman/kardon amplifier, 9 harman/kardon speakers, hands-free Bluetooth® phone capability
- Navigation system for \$2,000 which includes: AM/FM/CD/DVD, GPS navigation system 8" LCD touch-screen, 440 watt harman/kardon amplifier, 9 harman/kardon speakers, hands-free Bluetooth phone and audio, USB port with iPod™ control and backup camera

The **2.5i Premium** comes with either a 6-speed manual transmission or the option of the all-new Lineartronic CVT and will have a starting price of \$20,995 (**2.5i Premium** with Lineartronic CVT starts at \$21,995.) Standard equipment includes all 2.5i model features (where applicable) plus 10-way power driver's seat, driver's side window w/automatic up and down, leather-wrapped steering wheel, instrument storage bin w/door, overhead console with sunglass holder and ambient light, bright exhaust tip, body-colored mirrors and 16" Alloy Wheels . Options include: All-Weather Package, harman/kardon audio system and power moonroof.

The **2.5i Limited** comes equipped with the new Lineartronic CVT and will have a starting price of \$24,995. The **2.5i Limited** includes all 2.5i Premium model features (where applicable) plus paddle shifters and a 6-speed manual shift mode, P215/50 R17 all-season tires, 17" Alloy Wheels, perforated ivory / off black leather-trimmed upholstery, 4-way power front passenger seat, All-Weather Package and harman/kardon audio system. Options include: power moonroof and navigation system (navigation system requires power moonroof option).

The **2010 Legacy 2.5GT Premium and Limited** are powered by a 265-hp turbocharged / intercooled Boxer engine and mated with a new 6-speed manual transmission. The engine features a unique turbocharger configuration that is mounted below the engine. This new location contributes to 30 percent quicker turbocharger response. Designed for the discerning enthusiast, the Legacy 2.5GT models are equipped to challenge some of the best names in the sport sedan field.

The **2.5GT Premium** will have a starting price of \$27,995 and includes all 2.5i Premium model features (where applicable) plus hood scoop, P225/45 R18 summer tires, 18" Alloy Wheels, dual chrome exhaust tips and All-Weather Package. Options include: harman/kardon audio system and power moonroof.

The **2.5GT Limited** will have a starting price of \$29,995 and includes all 2.5GT Premium model features (where applicable) plus perforated ivory / off black leather-trimmed upholstery, 4-way power front passenger seat, and harman/kardon audio system. Options include: power moonroof and navigation system (navigation system requires power moonroof option).

The all-new **Legacy 3.6R**, which replaces the 3.0R model -- is smoother and more refined, with more torque and power. The **3.6R** is powered by a 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 **3.6R** has similar external size and uses regular-grade fuel, rather than premium as the 3.0L 6-cylinder recommended to achieve its rated power.

The Legacy **3.6R** will have a starting price of \$24,995 (a \$1,600 reduction over the outgoing 3.0R) and includes all 2.5i model features (where applicable) plus P225/50 R17 all-season tires, 17" Alloy Wheels, paddle shifters, driver's side window w/automatic up and down, instrument storage bin w/door, overhead console with sunglass holder and ambient light, and dual chrome exhaust tips.

The **3.6R Premium** will have a starting price of \$25,995 and includes all 3.6R model features (where applicable) plus a 10-way power driver's seat, leather-wrapped steering wheel and All-Weather Package. Options include: harman/kardon audio system and power moonroof.

The **3.6R Limited** will have a starting price of \$27,995 and includes all 3.6R Premium model features plus perforated

ivory / off black leather-trimmed upholstery, 4-Way power front passenger seat, and harman/kardon audio system. Options include: power moonroof and navigation system (navigation system requires power moonroof option).

Accessory items for all 2010 Legacy models include 16" Alloy Wheels, fog lights, a Blueconnect Bluetooth hands-free phone device, iPod auxiliary connector, puddle lights, cargo tray and trunk lid spoiler. A complete list of accessories will be available soon on [www.subaru.com](http://www.subaru.com).

Destination and Delivery charge is \$695 for all 2010MY Legacy and Outback models in the Contiguous 48 States. The MSRP of PZEV (Partial Zero Emissions Vehicle) models is \$300 more than the federal specification model. For more information about the 2010 Subaru Legacy, visit [www.media.subaru.com](http://www.media.subaru.com)

Bluetooth® is a registered trademark of Bluetooth SIG, Inc.

harman/kardon® is a registered trademark of Harman International Industries, Inc.

#### **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 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](http://www.subaru.com).