



Media Information

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Subaru Announces Pricing On All-New 2010 Outback

Roomiest Outback Ever with New Levels of Comfort, Quietness and Refinement

New 6-speed Manual and CVT Transmissions for Outback 2.5i Models

New Outback 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 Subaru Outback®. The fourth-generation of the World's First Sport Utility Wagon® is a roomier and more capable interpretation of the vehicle that launched the crossover trend 15 years ago. Distinguished by bolder and crisper styling, the all-new 2010 Subaru Outback delivers enhanced performance, comfort and economy with the introduction of an all-new chassis and the new Subaru Lineartronic™ CVT (continuously variable transmission).

Capability is enhanced with a segment-first roof rail and integrated crossbar design, 18.5 gallon fuel tank and an improved 8.7 inches of ground clearance. Interior volume increases 7 percent compared to the previous generation yet the overall length is almost one-inch shorter than the '09 model. Rear legroom increases almost 4 inches and total cargo capacity is now an impressive 71.3 cubic feet -- an increase of 6 cubic feet. Despite the larger size, fuel economy is estimated to increase by 1 MPG in both City and Highway modes with CVT.

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 powered by a revised 170-hp 2.5-liter 4-cylinder Boxer engine and is available with either a new standard 6-speed manual transmission for \$22,995 or the Lineartronic™ CVT for \$23,995.

This base model comes complete with 4-wheel disc brakes, power steering, tilt and telescope steering column, 8 cup holders, 60/40 split-folding and reclining rear seats, floor mats, cargo tray, 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, updated gauge cluster with 'eco' gauge, multi-function display with outside temperature, overhead console with sunglass holder and remote keyless entry system.

There are a number of options available for the 2010 Outback. (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 \$24,295 (**2.5i Premium** with Lineartronic CVT starts at \$25,295.) Standard equipment includes all 2.5i model features (where applicable) plus halogen fog lights, cargo cover, privacy glass, 10-way power driver's seat, driver's side window with automatic up/down, leather-wrapped steering wheel, instrument storage bin w/door, overhead console with sunglass holder and ambient light, 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 only \$27,995. It includes all 2.5i Premium model features (where applicable) plus dual zone climate controls, 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.

The new range-topping **Outback 3.6R**, which replaces the 3.0R model 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 Outback **3.6R** will have a starting price of \$27,995 -- a \$4,000 decrease from the 2009 6-cylinder Outback 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, privacy glass and fog lights.

The **3.6R Premium** will have a starting price of \$28,995 and includes all 3.6R base 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 \$30,995 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).

All Outback models for 2010 are equipped as standard with Vehicle Dynamics Control (VDC), which combines stability and traction control capability. The all-new electronic Hill Holder System -- standard on all models -- when activated, holds the vehicle in place until the driver applies the throttle to pull away from a stop.

Accessory items for all 2010 Outback 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.

Destination and Delivery charge is \$695 for all 2010MY 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 Outback, visit www.media.subaru.com.

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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.