



Media Information

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Subaru Debuts All-New Legacy Concept At NAIAS

*Concept car hints at future Legacy design language
Features Symmetrical AWD and 3.6-liter Boxer engine*

Detroit, Jan 10, 2009 - Subaru of America, Inc. revealed the 2009 Subaru LEGACY CONCEPT today at the 2009 North American International Auto Show. The new LEGACY CONCEPT is a hint at the future of Legacy design. The design showcases the sport sedan heritage of the Subaru Legacy, but in more modern and purposeful package.

Marking the 20th anniversary of the Subaru Legacy, the LEGACY CONCEPT has been developed to showcase the Legacy's sporting capabilities and features Subaru's Symmetrical All-Wheel Drive system mated to a Horizontally-Opposed Boxer engine. The design concept is based on a larger 108.3 in. wheelbase designed to maximize interior space and provide comfortable accommodations for four adults.

The theme of concept design is "Presence", represented by the aggressive front facia and solid yet expressive body. Four powerful and defined wheel arches emphasize the dynamism of Symmetrical AWD. Sharp design lines carve out a substantial mass as they flow from the hood, across the roof to the trunk, while the sharp body lines project a sense of strength. Wedge-shaped Side Rear Vision Cameras are featured and provide a sense of flow from the momentum of the A-pillar lines. A character line runs from just before the A-pillar and sweeps up to the tail just above the taillamps.

This grille design incorporates a central wing motif that defines the Legacy's Subaru brand identity. The Subaru logo separates a deep central grille shape that is accented by sharp headlamps with a dual vertical-row layout of multiple LED lamps. In addition, the slim, vertical fog lamps set in a large front valance with angular air intakes add a jewel-like touch to the front design. The LEGACY CONCEPT is finished in a special High-luster "Ultimate Silver" paint to accentuate the design's angular shapes.

The interior design features a striking four-seat layout that showcases the "High Definition" design theme. Comfort and style are achieved with a mix of touch-screens, cameras and modern surface coverings. The high-tech look blends with comfort through four separate seating areas, a high roofline and generous legroom for all passengers. The center console features a large touch-panel display that concentrates various functions for simplified use, while the flowing shape extends vertically to emphasize the feeling of strength and solidity in union with the exterior. A steering wheel and shift lever have been adapted to accentuate the sporty nature elemental in the Legacy's DNA.

In-car entertainment is featured through monitors with multiple functions that are located in the center console, as well as in the rear of the front seat headrests to provide comfortable functionality as well a calm design that creates a

relaxed ambiance for passengers. The monitor for the Side Rear Vision Camera has been situated toward the front of the roof to maximize rear visibility. The design is capped off with seats covered in pearl white leather that give off a blue sheen, while black metallic leather has been used for the door trim to create contrast with the instrument panel.

The Legacy was introduced globally in 1989, produced in Japan and Lafayette, Indiana. Since that date until November 2008, the total global production has exceeded 3.6 million vehicles making it Subaru's core model. During that period, Subaru's core technologies of a Horizontally-Opposed engine and Symmetrical AWD have served to further the basic elements of automotive performance while continuously evolving for unparalleled handling, stability, and safety. This LEGACY CONCEPT incorporates the Legacy heritage while also serving as a concept model that provides an image of the new driving comfort and reliability that will continue to serve as a touchstone for Subaru.

Specifications:

Body size (Overall: Length x Width x Height): 188.8 x 71.7 x 59.0 inches

Wheelbase: 108.3 inches

Engine: 3.6-liter six-cylinder Horizontally-Opposed engine

Tire size: 225/45R19

Occupancy: Four persons

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.