



Media Information

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SUBARU OF AMERICA® ANNOUNCES PRICING ON ALL-NEW 2019 ASCENT 3-ROW SUV

- Largest Subaru ever with choice of 7- or 8- passenger configurations
- Pricing begins at \$31,995
- Standard Subaru Symmetrical All-Wheel Drive and X-Mode
- EyeSight® Driver Assist Technology standard
- All-new turbocharged 260-hp BOXER® engine
- 5,000 lb. maximum towing capacity
- New 4G LTE™ Wi-Fi
- Ascent to be built in Lafayette, IN

Cherry Hill, N.J., Feb 15, 2018 - Subaru of America Inc., today announced pricing on the all-new Subaru Ascent. The highest priced Subaru ever built. Expanding on renowned Subaru strengths, the Ascent delivers an unparalleled driving experience with seating options and a host of new safety, driver assist and in-vehicle technologies. The Ascent is priced from \$31,995 and

The Ascent offers three rows of seating, with available bench or captain's chairs in the second row. The SUV is built on a Subaru Global Platform. Powered by an all-new 2.4-liter BOXER engine, the Ascent comes with a new version of Subaru's continuously variable transmission and legendary Symmetrical All-Wheel Drive— all wrapped in a stylish and rugged design. Manufacturer's estimated fuel economy for the base and Premium models with standard equipment is up to 21 city/ 27 highway/ 26 mpg. Models equipped with 20" wheels achieve manufacturer's estimated fuel economy of 20 city/ 26 highway/ 26 mpg available in base, Premium, Limited and Touring trim lines.

The Family-focused SUV

With a 113.8-in. wheelbase, the Ascent is the largest Subaru ever built and is the mobile headquarters for the entire family. With up to 86.5 cubic feet of cargo space, the Ascent provides ample room for every passenger and their gear. Rear access to the third row. With 19 standard cup and bottle holders, every passenger's beverage is secure and close at hand.

The new Subaru Global Platform integrates new framework with optimized cross sections and highly-stiffened joints between body panels for stability, agility, and ride comfort while suppressing noise, vibration and harshness. The Ascent provides a refined, quiet ride with measures, including an acoustic windshield and front door glass.

The Ascent is the most versatile Subaru ever with up to nine unique seating configurations and two rows of 60/40 split flat fold-down seats. The Ascent comes standard with a second-row bench seat, providing room for up to 8 passengers. Premium models offer a choice of second row captain chairs at no additional charge to provide occupants with easier access to the third-row. The

accessories for carrying items such as cargo, bicycles and kayaks.

Performance and Capability

The 2019 Ascent offers the optimal blend of SUV capability and car-like ride and handling with standard Subaru Symmetrical All-Wheel Drive, 18-inch wheels and four-wheel independent suspension. The 8.7 inches of ground clearance for all models is maintained at a comfortably low step-in height for both front and rear passenger entry.

Ascent is powered by an all-new 2.4-liter BOXER engine that uses a combination of direct fuel injection, high compression (DAVCS), a twin-scroll turbocharger and an intercooler to achieve outstanding performance and high efficiency. The engine is accompanied by a broad torque curve that peaks at 277 lb.ft. over a 2,000-4,800-rpm engine speed range. All Ascents are also featuring an 8-speed manual mode function with steering wheel paddle shifters as well as X-Mode® with Hill Descent Control. With a towing capacity, the most of any Subaru in history. Trailer Stability Assist (TSA) helps to maintain vehicle stability while to monitor trailer sway and then can brake individual wheels to stabilize the vehicle and trailer.

Available in-car Wi-Fi connectivity provides smooth internet access via high-speed 4G LTE communications, broadening the connectivity to occupants using smart devices.

SUBARU STARLINK™ Connected Services now offers remote engine start from a cell phone (on models with push-button start); immobilizer with flashing vehicle security lights; child safety functions including geofencing, speed alert and curfew; and fire

Also available is the Safety Plus package that offers SOS emergency assistance, enhanced roadside assistance, automatic crash notifications, monthly vehicle health report, and diagnostic alerts. The Safety Plus & Security Plus upgrade package adds security alarm notification, remote lock/unlock, remote horn and lights and remote vehicle locator.

Advanced Safety Features

The 2019 Ascent comes standard with EyeSight Driver Assist Technology that includes Automatic Pre-Collision Braking, Adaptive Cruise Control, Sway Warning, Pre-Collision Throttle Management, and new, available EyeSight Assist Monitor (EAM) which provides a full-screen warnings and system status data on the windshield. Blind Spot Detection with Lane Change Assist and Rear Cross Traffic Alert automatically activates and deactivates the high beams when the system detects a vehicle ahead or an oncoming vehicle. Reverse Automatic Braking (RAB) that applies the vehicle's brakes if an obstacle is detected while reversing.

Inside, the Ascent fills out its safety roster with the Subaru Advanced Frontal Airbags, a driver's knee airbag, standard front side airbags that offer front and rear outboard seat coverage. In emergency braking, Brake Assist immediately applies maximum braking effectiveness. The Brake Override System ensures that the engine power will be cut when the brake pedal and accelerator are pressed simultaneously.

Four Trim Levels

The 2019 Subaru Ascent will be offered in four trim levels: base, Premium, Limited and Touring.

The \$31,995 base trim starts with an extensive list of standard features that includes Subaru Symmetrical All-Wheel Drive Technology; SUBARU STARLINK 6.5" Multimedia system with Android™ Auto and Apple CarPlay™; four USB ports; three power door locks and power side mirrors; raised roof rails; second-row bench seat (8 passengers); 18-inch aluminum-alloy wheels; multi-function display; and security system with engine immobilizer. Standard on all models is Auto Vehicle Hold which keeps the driver does not need to continuously depress the brake pedal. For the first time in a Subaru, a convex cabin-view mirror that allows view occupants in the second and third row is standard equipment.

Priced from \$34,195, Premium trim adds Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert; tow hitch; unique spill-repellent cloth upholstery; SUBARU STARLINK 8.0" Multimedia Plus system with Android Auto and Apple CarPlay; side mirrors; privacy glass; leather-wrapped steering wheel and shift lever handle; rear seat climate controls; 18-inch alloy wheels and the All-Weather Package with heated exterior mirrors, 3-mode heated front seats and windshield wiper de-icer.

Stepping up to the Premium trim also allows wider option availability, including second-row captain's chairs; RAB; 20-inch alloy wheels and a power rear gate with height memory. Also available are Keyless Access with Push-Button Start; auto dimming rearview mirror; and a power windows with auto up/down.

panoramic moonroof; SUBARU STARLINK 8.0" Multimedia Navigation system with Android Auto and Apple CarPlay; and

The well-equipped \$38,995 Limited includes all Premium trim features and adds leather-trimmed upholstery as well as no additional charge. Limited trims receive LED Steering Responsive Headlights with High Beam Assist, LED fog lights and Also, standard are 20-inch aluminum-alloy wheels in dark gray with machine finish. Additionally, lower door cladding with integrated turn signals; driver's seat adjustable thigh support; RAB; power rear gate with height memory; and Keyless included. Two additional USB ports are added to Limited, to bring the total number to six.

The top of the line Touring model is distinguished by satin silver side mirrors with integrated turn signals, chrome door handle bumper protector. The unique interior features luxurious Java Brown leather seats and upholstery; upgraded leather heated matte finish accent trim. Standard three-mode ventilated driver and front passenger seats enhance the comfort in the Tou to 8 USB ports are available for charging tablets, phones and laptops. The Touring adds the 8.0-inch Multimedia Navigation surround sound system with 14 speakers, panoramic power moonroof and rain-sensing wipers. To improve the driver's view 180-degree front-view camera complete Touring's comprehensive list of features. The Subaru Ascent Touring is priced at

The all-new Ascent is built in Subaru's plant in Indiana along with the Outback, Legacy and Impreza.

2019 SUBARU ASCENT

Model/Trim	Seating 7- passenger 8- passenger	Transmission	Applicable Option Code	MSRP	MSRP + Destination & Delivery
Ascent	8-p	CVT	'01	\$31,995	\$32,970
Ascent Premium	8-p	CVT	11	\$34,195	\$35,170
			12	\$35,655	\$36,630
			14	\$38,455	\$39,430
Ascent Premium	7-p	CVT	12	\$35,655	\$36,630
			14	\$38,455	\$39,430
Ascent Limited	8-p	CVT	21, 23	\$38,995	\$39,970
Ascent Limited	7-p	CVT	21, 23	\$38,995	\$39,970
Ascent Touring	7-p	CVT	31	\$44,695	\$45,670

2019 SUBARU ASCENT OPTION PACKAGES

CODE 01 Standard Model	--
CODE 11 Standard	

Model Premium	--
CODE 12 Power Rear Gate(PRG) + Keyless Access w/Push- Button Start (KAS) + Auto- Dimming Mirror (ADM) + Reverse Automatic Braking (RAB) (available with choice of 8 or 7 passenger seating)	\$1,460
CODE 14 (PRG) +(KAS) +(ADM) + (RAB) + 20" Wheels + Panoramic Power Moonroof + Navigation + Cargo Area Cover (available with choice of 8 or 7 passenger seating)	\$4,260
CODE 21 Standard	

Model Limited	--
CODE 23 Harman Kardon Premium Audio System + Panoramic Power Moonroof + Navigation + Cargo Area Cover	\$2,950
CODE 31 Standard Model Touring	--

Destination & Delivery is \$975 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI ar

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Chicago, SOA markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. SOA's manufacturing facilities are located in Indiana and Michigan, where SOA manufactures zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant certified by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise®](#), which is the company's vision to "be a company that is loved by everyone and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have contributed more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. SOA is proud to be More Than a Car Company® and to making the world a better place. For additional information, visit [media.subaru.com](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).