



# Media Information

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## SUBARU ANNOUNCES PRICING FOR 2019 OUTBACK MODEL

- EyeSight® Driver Assist Technology now standard on all trim levels
- New 6.5-inch Multimedia system standard on base model
- Outback 2.5i starts at \$26,345

Camden, N.J., Jul 9, 2018 - Subaru of America, Inc. today announced pricing for the 2019 Outback model line. The company's 79th consecutive month of year-over-year sales increases on July 3, along with 52 consecutive months of more than 100,000 Outbacks sold. The updated Outback model line arrives at Subaru retailers this summer.

New for 2019, all Outbacks come standard with Subaru EyeSight Driver Assist Technology, which had previously been an available option on most models. EyeSight includes Adaptive Cruise Control, Pre-Collision Braking and Throttle Management, Lane Departure Warning and Lane Keep Assist.

The 2019 Outback also features interior enhancements for 2019. The 2.5i base model gains an overhead console with dual front center console USB ports. A high-grade instrument panel combination meter with 5.0-inch LCD is now standard on all models. Outback 2.5i Premium, 2.5i Limited and 3.6R Limited models have a standard auto-dimming rear-view compass. The 2.5i Premium and Limited models feature Homelink® featuring a thin-frame design.

The Outback 2.5i model is powered by a 175-hp 2.5-liter 4-cylinder SUBARU BOXER® engine teamed with a standard Lineartronic CVT (Continuously Variable Transmission) with manual mode and paddle shift control switches. The 3.6R model features a 248-hp 3.6-liter 6-cylinder BOXER engine and a Lineartronic CVT.

Equipped with standard Symmetrical All-Wheel Drive, Active Torque Vectoring, 8.7-in. ground clearance, X-Mode, Hill Descent Control, Hill Holder and roof rails, the roomy Outback is a master of outdoors-oriented activities and everyday versatility. The 2019 Outback is available in base, Premium, Limited and Touring trims; the 6-cylinder Outback 3.6R is available in Limited and Touring trims.

The Outback 2.5i, starting at \$26,345, includes standard EyeSight and the updated STARLINK 6.5-inch Multimedia system.

Priced from \$28,445, the Outback 2.5i Premium adds the All-Weather Package (heated front seats, heated exterior mirror, windshield wiper de-icer), dual-zone automatic climate control system, fog lights, 10-way power driver's seat with power lumbar support, 3-spoke leatherwrapped steering wheel and dash panel with silver stitching, auto-up/auto-down front windows, overhead console with interior light, illuminated front inner door pull handles and foldable body-color side mirrors.

The Outback Premium and Limited trims feature as standard the SUBARU STARLINK 8.0" Multimedia Plus system. STARLINK is available on the 2.5i Premium and Limited trims.

Connected Services are available as an opt-in feature on Premium and above.

Options available for the Premium include Blind Spot Detection with Lane Change Assist and Rear Cross Traffic Alert, Power Gate, Power Moonroof, and the STARLINK 8.0-inch Multimedia with Navigation. The latter also features 12 Harman Kard and a Harman Kardon 576-watt equivalent amplifier.

The Outback 2.5i Limited is priced from \$32,845 and increases luxury with perforated leather-trimmed upholstery, power heated rear seat backs and cushions, rear-seat air conditioner outlets, 4-way power front passenger seat, 18-inch alloy wheels, Keyless Access with Push-Button Start, fog lights, turn-signal side mirrors and woodgrain-pattern matte-finish interior accents. In addition to the options available for the Premium trim, the Limited also offers LED Steering Responsive Headlights.

The Outback 2.5i Touring, at a starting price of \$36,795, is distinguished by low-profile roof rails in a silver finish along with cladding accented by chrome Outback badging. A dark gray grille insert and 18-inch wheels with machined finish dark gray accents accentuate this model's styling. LED Steering Responsive Headlights are also included.

The Outback Touring interior features exclusive Java Brown leather-trimmed seats, door panels and armrests with contrast stitching. The interior is trimmed with a unique woodgrain finish and piano-black switch panel accents. Standard amenities: Limited trim include a heated steering wheel, auto-up/auto-down power windows on all four doors and the STARLINK 8.0 Multimedia with Navigation, including the Harman Kardon 12-speaker sound system.

Both the Outback Limited and Touring trims are also available as 3.6R models with the 256-hp 3.6-liter 6-cylinder BOXER. Outback 3.6R Limited has a starting price of \$34,995; the 3.6R Touring is priced at \$38,995.

SUBARU STARLINK Safety and Security systems offer two packages that are among the most affordable in the industry. STARLINK Safety Plus package includes SOS Emergency Assistance, Enhanced Roadside Assistance, Automatic Collision Notification, Maintenance Notifications, Monthly Vehicle Health Report and Diagnostic Alerts. For even greater peace of mind, the STARLINK Safety Plus & Security Plus Package adds Stolen Vehicle Recovery Service, Vehicle Security Alarm Notification, Lock/Unlock, Remote Horn and Lights and Remote Vehicle Locator.

The Outback is built at Subaru of Indiana Automotive (SIA) in Lafayette, IN.

<b>2019 Outback</b>				
<b>Model/Trim</b>	<b>Transmission</b>	<b>Applicable Option Code</b>	<b>MSRP</b>	<b>MSRP + destination charge</b>
2.5i	CVT	'01	\$26,345	\$27,320
2.5i Premium	CVT	11, 13, 15	\$28,445	\$29,420
2.5i Limited	CVT	21, 24	\$32,845	\$33,820
2.5i Touring	CVT	31	\$36,795	\$37,770
3.6R Limited	CVT	21, 24	\$34,995	\$35,970
3.6R Touring	CVT	31	\$38,995	\$39,970

2019 Outback Option Packages		
Code	Description	MS
01	Standard Model	N/A
11	Standard Model Premium	N/A
13	Blind Sport Detection & Rear Cross Traffic Alert + Power Rear Gate + Turn Signal Side Mirrors	\$1,100
15	Blind Sport Detection & Rear Cross Traffic Alert + Power Rear Gate + Moonroof + Navigation System + High Beam Assist + Turn Signal Side Mirrors	\$2,945
21	Standard Model Limited (2.5i & 3.6R)	N/A
24	Moonroof + Navigation System + High Beam Assist + Reverse Automatic Braking + LED Steering Responsive Headlights	\$2,150
31	Standard Model Touring (2.5i & 3.6R)	N/A

Destination & Delivery is \$975 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,100 for retailers in Alaska.

#### About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in the United States, the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the automobile manufacturing plant designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone and to support its communities nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$320 million to causes that Subaru family cares about, and its employees have logged over 100,000 volunteer hours. Subaru is dedicated to being the Most Reliable Car Company® and to making the world a better place. For additional information, visit [media.subaru.com](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).