



# Media Information

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## 2020 SUBARU OUTBACK CHOSEN FOR WARDS 10 BEST USER EXPERIENCES LIST

- Recognized for user-friendly multimedia system and interior controls
- Commended for effective driver-assist technology
- Lauded for smartphone integration
- Best overall value from list of winners

Camden, N.J., Sep 10, 2019 - Subaru of America, Inc. announced today the 2020 Outback was named to the 2019 Wards 10 Best User Experiences list for intuitive and effective interior features including connectivity, infotainment, controls and driver-assist technology as well as overall value.

WardsAuto, a leading provider of automotive reporting and insights, evaluated 23 vehicles for the 4th annual competition. The vehicles were tested and rated by editors on their ability to enhance an individual's lifestyle and make technology easy to use.

Front and center inside the Outback is an all-new tablet-style 11.6-inch Full HD multimedia display, the largest, most advanced infotainment screen ever in a Subaru. Standard on all but the Base trim, the 11.6-inch Multimedia display offers direct touch controls for multimedia, HVAC and vehicle settings, as well as smartphone integration for Apple CarPlay™ and Android™ Auto. Like with a smartphone, app icons on the touchscreen can be moved and configured based on personal preference. The top-of-the-line 11.6-inch Multimedia with Navigation adds navigation powered by TomTom® and voice-activated navigation.

With safety as a top priority, the legendary SUV comes standard with award-winning Subaru EyeSight® Driver Assist Technology. Acting as a second pair of eyes for the driver, EyeSight uses two cameras mounted above the rearview mirror to detect and react to obstacles in the vehicle's path. EyeSight's suite of features includes: Advanced Adaptive Cruise Control with new Lane Centering function; Automatic Pre-Collision Braking and Throttle Management; Lane Departure and Sway Warning; Lane Keep Assist function and High Beam Assist. Available segment-exclusive DriverFocus Distraction Mitigation System uses a dedicated near-infrared camera and facial recognition technology to identify signs of driver fatigue or distraction and provides audio and visual warnings to alert the driver and passengers. Additional available driver-assist technologies include LED Steering Responsive Headlights, Reverse Automatic Braking, Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert, and EyeSight Assist Monitor with heads-up display.

The 2020 Subaru Outback delivers the optimal blend of SUV capability and car-like ride and handling with standard Subaru Symmetrical All-Wheel Drive, Active Torque Vectoring, Vehicle Dynamics Control and X-MODE with Hill

Descent Control. The 8.7 inches of ground clearance for all Outback models is greater than that in many SUVs, yet the Outback maintains a comfortably low step-in height for both front and rear passenger entry. Built on the Subaru Global Platform, which provides increased safety, dynamics and quietness as well as reduced noise, vibration and harshness (NVH), the Outback is available in Base, Premium, Limited, Touring, Onyx Edition XT, Limited XT and Touring XT models, with a starting price of \$26,645.

The Outback is built at Subaru of Indiana Automotive (SIA) in Lafayette, IN, along with the Ascent, Impreza and Legacy, and will start arriving at Subaru retailers this month.

#### **ABOUT WARDAUTO**

WardsAuto is a world-leading provider of automotive insights and analysis, having served the industry's information needs for more than 90 years. A Southfield, MI-based Informa business, WardsAuto provides a forward-looking perspective on all aspects of the automotive business, from the tech center to the plant floor to the showroom. WardsAuto provides a premium suite of customizable data reporting tools, digital newsletters and magazines, as well as a variety of events including the WardsAuto Engine & Propulsion Summit, the WardsAuto Interiors Conference, the WardsAuto User Experience Conference, as well as the Wards Intelligence Outlook and Focus Conferences. Subscribe to WardsAuto and attend its events by visiting <http://www.wardsauto.com>.

#### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., 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 only U.S. 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 and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 volunteer hours. Subaru is dedicated to being More Than a 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](#).