

Media Information



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SUBARU ANNOUNCES PRICING ON REFRESHED 2023 OUTBACK SUV

- Outback receives a redesigned front fascia
- Latest version of EyeSight® Driver Assist Technology is standard
- SUBARU STARLINK® multimedia systems offer improved on-screen controls
- Wireless Apple CarPlay® and wireless Android Auto™ are standard on 11.6-inch Multimedia Plus system
- Outback Onyx Edition now has two engine options

Camden, N.J., Jul 14, 2022 - Subaru of America, Inc. today announced pricing on the updated 2023 Outback. The legendary SUV receives updated styling as well as new safety and in-vehicle technologies. This year, the Outback Onyx Edition trim level is available with two engine options. The 2023 Outback will begin arriving at Subaru retailers this fall.

The 2023 Outback (except Wilderness) receives a bolder look thanks to a new front fascia incorporating a more prominent grille and redesigned LED headlights. On the sides of Outback (except Wilderness), the expanded wheel arch cladding adds to the vehicle's new look while providing additional protection.

The vehicle comes standard with the latest generation of EyeSight® Driver Assist Technology. The enhanced system operates more smoothly and under a greater range of conditions. These improvements are the result of a wider field of view, updated control software, and the addition of an electric brake booster.

The 2023 Outback makes available the latest version of the SUBARU STARLINK 11.6-inch Multimedia Plus system with standard wireless Apple CarPlay and wireless Android Auto with full screen display. The system features an 11.6-inch high-resolution touchscreen with combination meter integration and improved on-screen controls for audio, HVAC, X-MODE® (on Outback), and other vehicle functions. Additional standard features include Bluetooth® hands-free phone and audio streaming connectivity; AM/FM stereo; rear vision camera; SiriusXM® and SiriusXM Travel Link® (4-month free Platinum subscription); HD Radio®; over-the-air updates; and new Valet Mode.

The top-level Touring adds a Wide-Angle Mono Camera that works with the dual-camera EyeSight system. The additional camera expands the field of view even further to recognize pedestrians and bicycles sooner when the vehicle enters an intersection at low speed. EyeSight gives an alert to the driver and, when necessary, applies brakes to avoid collisions.

On models equipped with Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert, EyeSight now

includes Automatic Emergency Steering. The two systems work in conjunction to help avoid a collision with an obstacle at speeds less than 50 mph.

2023 Subaru Outback

The 2023 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 (9.5 inches for Wilderness) is greater than that of many SUVs, yet the Outback maintains a comfortably low step-in height for both front and rear passenger entry.

For 2023 model year, Outback will be available in Base, Premium, Onyx Edition, Wilderness, Limited, Touring, and XT trim levels.

The Outback Base starts at a competitive price of \$28,395 and comes with an extensive list of standard features including EyeSight® Driver Assist Technology with Advanced Adaptive Cruise Control with Lane Centering; Apple CarPlay and Android Auto; LED Steering Responsive Headlights with High Beam Assist; LED fog lights; Rear Vision Camera with Adaptive Guidelines; X-MODE with Hill Descent Control.

The SUV is also equipped with power windows, door locks, fuel door, and mirrors as well as a USB-A input/charge port and 3.5 mm auxiliary input jack in the front center console. The standard security system includes remote keyless entry and the dome and cargo area lights have been upgraded to LED.

The entry-level trim is powered by a 2.5-liter BOXER engine that produces 182 hp and 176 lb-ft of torque. The naturally aspirated engine is paired with a standard Lineartronic® CVT (continuously variable transmission) with 8-speed manual shift mode and steering wheel paddle shift control switches.

In addition, the Outback Base is equipped with the STARLINK dual 7.0-inch center information display with improved on-screen controls. The upper 7-inch touchscreen operates audio controls while the lower 7-inch touchscreen operates controls for climate, EyeSight, X-MODE, and other vehicle systems. The multimedia system also offers AM/FM/HD Radio; Bluetooth hands-free phone and audio streaming connectivity; rear vision camera; and SiriusXM® and SiriusXM Travel Link® (4-month free Platinum subscription).

The Outback Premium, with a starting price of \$30,695, includes all the standard equipment from the Base and adds an All-Weather Package; leather-wrapped steering wheel; dual-zone automatic climate control system; 10-way power driver seat; and rear gate LED light.

The Premium comes standard with the latest version of the STARLINK 11.6-inch Multimedia Plus system featuring wireless Apple CarPlay and wireless Android Auto with full screen display.

The front center console now features an available USB-C input/charge port, as well as the existing USB-A port and 3.5 mm auxiliary input jack. All three input locations are now illuminated. The rear section of the center console offers a USB-A and new USB-C charge ports and rear ventilation.

There are two option packages available for the Premium. The first includes Hands-Free Power Rear Gate; Keyless Access with Push-Button Start; and Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert (EyeSight adds Automatic Emergency Steering) with an MSRP of \$1,400.

The second package includes all the features of the first package and adds a Power Moonroof and the STARLINK 11.6-inch Multimedia Navigation powered by TomTom® for an MSRP of \$2,995.

The Onyx Edition is now available with the 2.5-liter naturally aspirated SUBARU BOXER® engine. Priced from \$33,495, the Onyx Edition features black-finish exterior elements and badging, 18-inch alloy wheels in black finish, and an exclusive gray two-tone interior. Further, the seats are wrapped in a water-repellant durable StarTex® material. The

Onyx Edition builds on the Premium trim and includes Hands-Free Power Gate and dual-function X-MODE.

An available option package includes a Power Moonroof; STARLINK 11.6-inch Multimedia Navigation system; and Reverse Automatic Braking for an MSRP of \$1,845.

Priced from \$38,595 the Outback Onyx Edition XT upgrades to the powerful 2.4-liter turbo BOXER engine as well as 180-Degree Front View Monitor, 8-way power front passenger seat, and a full-size spare tire. New for this year, a Power Moonroof; STARLINK 11.6-inch Multimedia Navigation system; and Reverse Automatic Braking are standard equipment.

The Outback Wilderness has a starting price of \$38,445. The rugged trim level builds off the Onyx Edition XT including the 2.4-liter turbo BOXER engine; Hands-Free Power Gate; 180-Degree Front View Monitor; and a full-size matching spare tire. In addition, the Outback Wilderness is equipped with dual-function X-MODE; Yokohama GEOLANDAR® all-terrain tires; and unique exterior and interior accents.

The suspension on Outback Wilderness has been tuned for improved stability on rough terrain while retaining ride comfort and handling performance on the open road. The front and rear shock absorbers and springs were increased in length to provide more suspension travel with 9.5 inches of ground clearance.

An option package that offers a Power Moonroof; STARLINK 11.6-inch Multimedia Navigation system; and Reverse Automatic Braking is available for an MSRP of \$1,845.

The well-appointed Outback Limited starts at \$35,295. New for 2023, the Limited comes standard with 12-way power driver's seat with two position memory with power lumbar support. Built on Premium, the Limited adds perforated leather-trimmed upholstery; heated rear seat backs; hands-free power rear gate; and Keyless Access with Push-Button Start to its list of standard features. Standard driver assist technologies include Reverse Automatic Braking and Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert. EyeSight adds Automatic Emergency Steering.

An option package includes a Power Moonroof; Heated Steering Wheel (360-degree); STARLINK 11.6-inch Multimedia Navigation system; Harman Kardon® audio system; and DriverFocus® Distraction Mitigation System for an MSRP of \$2,060.

At \$39,695, the turbocharged 2023 Outback Limited XT upgrades to the 2.4-liter turbo BOXER engine. The Limited XT adds a Power Moonroof; Heated Steering Wheel (360-degree); STARLINK 11.6-inch Multimedia Navigation system; Harman Kardon audio system, and DriverFocus.

The top-of-the-line Touring is priced at \$39,845 and includes all the standard equipment of the Limited, plus a 180-Degree Front View Monitor; automatic power-folding mirrors; heated steering wheel (360-degree), and ventilated front seats.

For 2023, the Touring trim adds a Wide-Angle Mono Camera that works together with the dual-camera EyeSight system. Also new for Touring is a full LCD Smart Rear-View Mirror with auto-dimming, compass, and Homelink®. The top trim is also adorned with exclusive exterior and interior accents and genuine Black or Java Brown Nappa Leather upholstery throughout the interior.

The Outback Touring XT is priced at \$42,295 and comes with all the standard equipment of the Touring and upgrades to the 2.4-liter turbocharged BOXER engine.

The Outback and Legacy are built at Subaru of Indiana Automotive (SIA) in Lafayette, Indiana along with the Ascent and Impreza.

2023 Outback			
	Applicable Option		MSRP + Destination

Model/Trim	Transmission	Code	MSRP	and Delivery
Outback	CVT	01	\$28,395	\$29,620
Outback Premium	CVT	11, 13, 15	\$30,695	\$31,920
Outback Onyx Edition	CVT	21, 22	\$33,495	\$34,720
Outback Limited	CVT	31, 34	\$35,295	\$36,520
Outback Touring	CVT	41	\$39,845	\$41,070
Outback Onyx Edition XT	CVT	22	\$38,595	\$39,820
Outback Wilderness	CVT	21, 22	\$38,445	\$39,670
Outback Limited XT	CVT	32	\$39,695	\$40,920
Outback Touring XT	CVT	41	\$42,295	\$43,520

2023 Outback Option Packages		
Code	Description	MSRP
01, 11, 21, 31, 32, 41	Standard Model	N/A
13	Blind-Spot Detection w/ Rear Cross-Traffic Alert + Keyless Access & Push-Button Start + Hands-Free Power Rear Gate	\$1,400
15	Blind-Spot Detection w/ Rear Cross-Traffic Alert + Keyless Access & Push Button Start + Hands-Free Power Rear Gate + Power Moonroof + 11.6-inch Multimedia Navigation System	\$2,995
22	Power Moonroof + 11.6-inch Multimedia Navigation System + Reverse Automatic Braking	\$1,845
34	Power Moonroof + Heated Steering Wheel + 11.6-inch Multimedia Navigation System + Driver Focus	\$2,060

Destination & Delivery is \$1,225 for Outback and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,375 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 at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be 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 \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).