



Media Information

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SUBARU ANNOUNCES PRICING ON 2024 LEGACY SEDAN

- Award-Winning EyeSight® Driver Assist Technology is standard
- Wireless Apple CarPlay® and wireless Android Auto™ available
- Starting price of Legacy is \$24,895
- MSRP for option packages remain the same as previous year

Camden, N.J., Nov 7, 2023 - Subaru of America, Inc. today announced pricing on the 2024 Legacy, offering updates to its comprehensive list of standard features. The All-Wheel Drive sedan will begin arriving at Subaru retailers this fall.

The 2024 Legacy Sport now comes standard with the SUBARU STARLINK 11.6-inch Multimedia Plus system featuring a Harman Kardon® speaker system with 576-watt equivalent amplifier.

Standard across the model line is award-winning EyeSight® Driver Assist Technology. On models equipped with Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert, EyeSight includes Automatic Emergency Steering. The two systems work in conjunction to help avoid a collision with an obstacle at speeds less than 50 mph.

The 2024 Legacy make available 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 on-screen controls for audio, HVAC, 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 ⁽¹⁾; HD Radio®; over-the-air updates; and Valet Mode.

2024 Subaru Legacy

The Legacy is the longest selling Subaru model in the U.S. and has been named a TOP SAFETY PICK for 18 years running by the Insurance Institute for Highway Safety.^{(2) (3)} Legacy is also the longest lasting mid-size sedan with ninety-five percent of all Legacy models sold in the past 10 years still on the road today.⁽⁴⁾ For 2024, all-wheel drive Legacy is available in Base, Premium, Sport, Limited and Touring XT.

The Legacy has a starting price of \$24,895 and is equipped with standard Subaru Symmetrical All-Wheel Drive and Active Torque Vectoring and is powered by the 2.5-liter BOXER engine. The naturally aspirated engine produces 182 hp and 176 lb-ft of torque and is paired with a standard Lineartronic® CVT with 8-speed manual shift mode and steering wheel paddle shift control switches.

The Legacy 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; and Rear Vision Camera with Adaptive Guidelines. The mid-size sedan 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 light has been upgraded to LED.

In addition, the Base trim 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, and other vehicle systems. The multimedia system offers AM/FM/HD Radio; Bluetooth hands-free phone and audio streaming connectivity; rear vision camera; and SiriusXM® and SiriusXM Travel Link®.⁽¹⁾

Starting at \$27,195 the Legacy Premium upgrades over the Base trim with an All-Weather Package, leather-wrapped steering wheel, dual-zone automatic climate control system, rear ventilation in the center console, and a 10-way power driver's seat.

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

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

Two option packages are available for the Premium. The first package has an MSRP of \$1,000 and includes Keyless Access with Push-Button Start; LED fog lights; and Blind Spot Detection with Lane Change Assist and Rear Cross Traffic Alert. EyeSight gains Automatic Emergency Steering. The second package includes all the features of the first package and adds a Power Moonroof and STARLINK 11.6-inch Multimedia Navigation for an MSRP of \$2,595.

The Legacy Sport comes standard with the 260 hp 2.4-liter turbo BOXER engine and is priced at \$34,495. The Sport trim's exterior is immediately distinguishable by a red accent across the front grille; magnetite gray metallic side mirrors and trunk spoiler; and gray 18-inch alloy wheels. The interior comes in an exclusive black and gray two-tone cloth with contrasting red stitching.

The Sport builds on the Premium trim and adds sport-tuned suspension, LED fog lights, Power Moonroof, and STARLINK 11.6-inch Multimedia Plus featuring a Harman Kardon® speaker system with 576-watt equivalent amplifier. Additional standard safety features include Reverse Automatic Braking and DriverFocus® Distraction Mitigation System.

The Legacy Limited, with a starting price of \$31,945, includes all the features of Premium and upgrades with perforated leather-trimmed upholstery; heated rear seatbacks; rear A/C outlets; and Keyless Access with Push-Button Start. Standard driver assist technologies include Reverse Automatic Braking and Blind-Spot Detection with Lane Change Assist; and Rear Cross-Traffic Alert as well as Automatic Emergency Steering.

The Limited offers a single option package with DriverFocus; STARLINK 11.6-inch Multimedia Navigation system; Harman Kardon speaker system with 576-watt equivalent amplifier; Power Moonroof and 360-degree heated steering wheel. The MSRP for this value-packed option package is \$2,060.

The 2023 Legacy Touring XT is priced at \$38,195 and builds on the Limited trim with upgrades including Power Moonroof; 360-degree heated steering wheel; STARLINK 11.6-inch Multimedia Navigation; Harman Kardon speaker system with 576-watt equivalent amplifier; 180-degree Front View Monitor; and DriverFocus. The Touring XT also comes with luxury appointments including exterior side mirrors in satin chrome finish with integrated turn signals and Nappa Leather upholstery (Java Brown or Slate Black). The top-of-the-line Legacy is powered by a 2.4-liter turbo

BOXER engine delivering 260 hp and 277 lb.-ft. of torque.

The Legacy Touring XT is also equipped with a Wide-Angle Mono Camera that works with the dual-camera EyeSight system to expand the field of view even further to recognize pedestrians and bicycles sooner when the vehicle enters an intersection at low speed.

The Legacy is built at Subaru of Indiana Automotive (SIA) in Lafayette, Indiana along with the Ascent, Outback and (soon) Crosstrek 2.5-liter.

2024 Legacy				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + Destination and Delivery
Legacy	CVT	02	\$24,895	\$25,985
Legacy Premium	CVT	11, 13, 15	\$27,195	\$28,285
Legacy Sport	CVT	21	\$34,495	\$35,585
Legacy Limited	CVT	31, 34	\$31,945	\$33,035
Legacy Touring XT	CVT	41	\$38,195	\$39,285
2023 Legacy Option Packages				
Code	Description		MSRP	
02, 11, 21, 31, 41	Standard Model		N/A	
13	Blind-Spot Detection w/ Rear Cross-Traffic Alert + Keyless Access & Push-Button Start + LED Fog lights		\$1,000	
15	Blind-Spot Detection w/ Rear Cross-Traffic Alert + Keyless Access & Push Button Start + LED Fog lights + Power Moonroof + 11.6-inch Multimedia Navigation System		\$2,595	
34	Power Moonroof + 11.6-inch Multimedia Navigation System + 360-Degree Heated Steering Wheel + Driver Focus		\$2,060	

Destination & Delivery is \$1,090 for Legacy and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,240 for retailers in Alaska.

1. 4-month free Platinum subscription
2. Claim applies to U.S.-spec vehicles. Based on research conducted by Subaru of America and Subaru Canada.
3. As of February 2023
4. Based on Experian Automotive vehicles in operation vs. total new registrations for MY2012-2021 as of December 2021

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](#).