



Media Information

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SUBARU ANNOUNCES PRICING ON ALL-NEW 2026 OUTBACK SUV

- Seventh generation of Outback debuts bold new exterior style with legendary capability
- All-new Subaru 12.1-inch Multimedia System touchscreen paired with 12.3-inch full digital instrument cluster standard on all models
- All-new Subaru Outback Wilderness debuts with standard electronically controlled suspension, available Nappa leather-appointed seating
- Starting at \$34,995 MSRP
- Available at retailers nationwide starting later this year

Camden, N.J., Aug 21, 2025 - Subaru of America, Inc., today announced pricing on its all-new 2026 Subaru Outback SUV. The award-winning and legendary SUV from Subaru enters its seventh generation this year, featuring bold new styling, upgraded technology, and the latest generation of advanced driver assistance features to complement the all-new model's legendary capability and utility. It arrives at retailers later this year, starting at \$34,995 MSRP for Outback Premium.

Celebrating its 30th year on sale with more than 3 million models sold in the U.S. alone, the all-new 2026 Subaru Outback combines all-new technology and versatility with the biggest styling updates in the model's history. Like its predecessor, the 2026 Outback comes standard with Subaru Symmetrical All-Wheel Drive and at least 8.7 inches of ground clearance. This year, the Outback introduces an all-new 12.1-inch Subaru Multimedia system with wireless Apple CarPlay® and Android Auto™ compatibility, paired with a 12.3-inch full digital gauge cluster on all trim levels.

The Base Outback has been discontinued, and this year, an upgraded Outback Premium becomes the entry model, featuring added technology, enhanced safety features, new styling, an improved interior with more room for passengers and cargo, and more technology for an even better value proposition than its predecessor. For 2026, the Subaru Outback will be available in six trim levels: Premium, Limited, Touring, Limited XT, Touring XT, and Wilderness. The Outback is powered by a 2.5-liter SUBARU BOXER® engine making 180 horsepower and 178 pound-feet of torque. A 2.4-liter turbocharged SUBARU BOXER® engine making 260 horsepower and 277 pound-feet of torque powers the Limited XT, Touring XT, and Wilderness models. All engines are paired to a Lineartronic® CVT (continuously variable transmission) with 8-speed manual shift mode and Subaru Symmetrical All-Wheel Drive.

Bold, All-New Styling

The all-new 2026 Subaru Outback adopts a new styling direction this year, with an exterior design to convey a more powerful presence on the road, while staying true to its roots as a practical, everyday vehicle. With production of the

Subaru Legacy sedan ending in 2025, the all-new Outback forges a new styling approach to align with its mission as an adventure-ready SUV.

The front of the new Subaru Outback is stronger and broader, with headlights vertically placed at its four corners to emphasize its functionality on- and off-road. Body-color styling elements frame those headlights, and an all-new front fascia is more upright for a more impressive on-road presence. The lower front fascia is textured for better scratch resistance and improved aerodynamics.

With similar proportions to its predecessor, the all-new 2026 Subaru Outback's improved interior design delivers a significant improvement in interior volume and cargo capacity, featuring a taller and boxier profile that emphasizes its spaciousness and durability. Behind the rear passenger door, a wider rear roof pillar communicates the SUV's strength.

The Outback's tall ride height and width are punctuated by a new rear light signature that spans the width of the rear liftgate. A steeper rake on the rear window adds more cargo space inside, and an embossed SUBARU brand on the lower rear fascia is easily removable for trailer hitch installation.

Inside, the 2026 Subaru Outback adopts a calmer, cleaner design with thoughtfully placed technology and materials, including headliner inserts made from recycled plastic bottles. The all-new infotainment display and digital instrument cluster are aligned for convenience and accessibility, while the upper dash panel and interior layout are aligned for continuity and everyday use. The climate controls have their own dedicated hard-button and knob controls. The center console cupholders are designed for easy use, and bottle holders in each door now offer enough room for 32-ounce water bottles.

2026 Subaru Outback Premium

Starting at \$34,995 MSRP, the 2026 Subaru Outback Premium serves as the entry point for the all-new SUV, and is well-equipped with all-new styling, safety, and technology features.

Starting on new, 18-inch aluminum-alloy wheels with dark gray finish, the 2026 Outback Premium includes exterior features such as a power rear gate with automatic close and height memory, standard raised ladder-type roof rails with an 800-pound static load capacity (220 pounds dynamic), black rear badging, and a removable rear trailer hitch bumper cover.

Inside, the new 2026 Subaru Outback Premium includes black water-repellent StarTex® interior upholstery, a 12.3-inch full digital instrument cluster, multi-use cargo tonneau cover, leather-wrapped steering wheel, heated front seats, 10-way power adjustable driver's seat, dual-zone climate control, and more.

The latest version of EyeSight® Driver Assist Technology is equipped on all-new Subaru Outback Premium and includes Automatic Emergency Steering, Emergency Stop Assist, Front and Side Alert Assist, Emergency Lane-Keep Assist, Haptic Steering Wheel Alerts, Front Cross-Traffic Braking, and Lane Keep Assist. Blind-Spot Warning with Rear Cross-Traffic Warning and Reverse Automatic Braking are also included. A Wide Angle Eyesight® Camera utilizes a 180-degree view ahead to help prevent collisions with pedestrians and cyclists, while a standard DriverFocus® Distraction Mitigation System helps drivers keep eyes on the road ahead.

The all-new, standard Subaru 12.1-inch Multimedia System includes SiriusXM® with 360L (4-month trial subscription included), wireless Android Auto™ and Apple CarPlay® compatibility, HD Radio®, Bluetooth® audio streaming and hands-free phone connectivity, and multi-touch gesture control. MySubaru Connected Companion services are standard on 2026 Outback (5-year trial included) and offer SOS Emergency, Advanced Collision Notification, Vehicle Condition Check, and more. MySubaru Connected Services Companion+ (3- or 5-year plan offered) includes Connected Companion services and adds Remote Engine Start with Climate Control, Remote Lock and Unlock, Curfew and Boundary Alerts, and more.

An optional package for Outback Premium adds rain-sensing wipers, onboard cloud-based navigation, a wireless smartphone charger, a heated steering wheel, and a moonroof for \$2,270 MSRP.

2026 Subaru Outback Limited

Building on the impressive standard features found on the Premium trim level, the 2026 Subaru Outback Limited adds a more refined interior and technology features for \$41,715.

Inside, the Subaru Outback Limited includes perforated leather-trimmed upholstery with khaki stitching, a Subaru 12.1-inch Multimedia Navigation System, Harman Kardon® speaker system, 8-way power-adjustable passenger's seat, power moonroof, heated rear seats (outboard positions), heated steering wheel, wireless smartphone charger, and 18-inch aluminum-alloy wheels with matte black finish.

2026 Subaru Outback Touring

The 2026 Subaru Outback Touring trim level adds more creature comforts, a broader menu of standard EyeSight® Driver Assist Technology features and more for \$45,395 MSRP.

The all-new Outback Touring is equipped with 18-inch black with machine finish aluminum-alloy wheels, Java Brown or Slate Black Nappa leather-trimmed perforated interior upholstery with brown or black stitching, ventilated front seats, a surround view monitor, high-grade leather-wrapped steering wheel, 12-way power-adjustable driver's seat with lumbar support and adjustable thigh support, and an auto-dimming smart rear-view mirror with HomeLink®.

The Outback Touring trim level also adds to its suite of EyeSight® Driver Assist Technology: Emergency Stop Assist with Safe Lane Selection, Highway Hands-Free Assist, Highway Hands-Free Pre-Curve Speed Control, Highway Hands-Free Active Lane Change Assist, and Highway Hands-Free Automatic Resume Assist.

2026 Subaru Outback Limited XT

Featuring a higher-output SUBARU BOXER® 2.4-liter turbocharged engine making 260 horsepower and 277 pound-feet of torque, the 2026 Outback Limited XT starts at \$44,365. In addition to the higher-output engine, the Outback Limited XT adds 19-inch aluminum-alloy wheels with black finish, surround-view monitor, and dual exhaust outlets, compared to the Outback Limited.

2026 Subaru Outback Touring XT

At the top of the Outback lineup, the Touring XT trim level includes features found in the Outback Touring and adds a higher-output 2.4-liter turbocharged SUBARU BOXER® engine for \$47,995 MSRP.

2026 Subaru Outback Wilderness

Exclusively powered by a 2.4-liter SUBARU BOXER® turbocharged engine, the all-new Subaru Outback Wilderness goes further with increased ground clearance up to 9.5 inches (8.7 inches on other Outback trim levels), 17-inch aluminum-alloy wheels with matte black finish, all-terrain Bridgestone Dueler tires, Harman Kardon® speaker system, X-MODE® Dual Mode System with Hill Descent Control, electronically controlled dampers, unique front and rear bumpers with Wilderness-exclusive cladding, all-weather Wilderness floor mats, wireless smartphone charger, anodized copper exterior and interior accents, and more for \$44,995 MSRP.

The 2026 Subaru Outback Wilderness also includes heated rear seats (outboard position), rear reverse lamps with anodized copper accents, raised ladder-type roof rails with anodized copper accents and crossbar placement measurement markers, a Wilderness badge on the rear roof pillar and black StarTex® trimmed interior upholstery.

Two optional packages for the Outback Wilderness add more technology and luxury touches. The first option package

adds a moonroof, Subaru Multimedia Navigation system, and a surround view monitor for \$2,045 MSRP. A second options package adds those features, Nappa leather-appointed seats with copper stitching, ventilated front seats, a 12-way power-adjustable driver's front seat, 8-way power-adjustable passenger front seat, and more for \$4,090.

The 2026 Subaru Outback is available in Crystal Black Silica, Crimson Red Pearl, Geyser Blue, Ice Silver Metallic, Magnetite Gray Metallic, Sapphire Blue Pearl, and Crystal White Pearl exterior colors. Deep Emerald Green Pearl and River Rock Pearl make their debut this year and cost \$395 MSRP.

The 2026 Subaru Outback will go on sale later this year, and the 2026 Subaru Outback Wilderness will arrive in early 2026. The Outback is assembled in Gunma, Japan.

2026 Subaru Outback				
Model/Trim	Transmission	Applicable Option	MSRP	MSRP plus Destination and Delivery ¹ (\$1,450)
Outback Premium	CVT	11	\$34,995	\$36,445
Outback Premium	CVT	13	\$37,265	\$38,715
Outback Limited	CVT	34	\$41,715	\$43,165
Outback Touring	CVT	41	\$45,395	\$46,845
Outback Wilderness	CVT	21	\$44,995	\$46,445
Outback Wilderness	CVT	22	\$47,040	\$48,490
Outback Wilderness	CVT	23	\$49,085	\$50,535
Outback Limited XT	CVT	32	\$44,365	\$45,815
Outback Touring XT	CVT	41	\$47,995	\$49,445
2026 Outback Option Packages				
Outback Premium				
11	Standard Model			N/A
13	Rain-sensing Wipers, Navigation, Heated Steering Wheel, Moonroof, Wireless Charger			\$2,270
Outback Limited				
34	Standard Model			N/A
Outback Touring				
41	Standard Model			N/A
Outback Wilderness				
21	Standard Model			N/A
22	Moonroof, Navigation, Surround View Monitor			\$2,045
23	Moonroof, Navigation, Surround View Monitor, Nappa Leather Seats w/ Copper Stitch, Ventilated Front Seats, 12-Way Power Memory Driver's Seat with 4-Way Lumbar Support and Leg Extension, 8-Way Power Front Passenger Seat, Black Power-Folding Heated Mirrors w/ Turn Signals			\$4,090
Outback Limited XT				

32	Standard Model	N/A
Outback Touring XT		
41	Standard Model	N/A
Outback Paint Options		
Premium Paint (River Rock Pearl, Deep Emerald Green Pearl)		\$395

1 Destination & Delivery (D&D) of \$1,450 includes handling & inland freight charges to the retailer's location and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI & VT. D&D to AK is \$1,600.

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 \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 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](#). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).