



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Subaru Announces Pricing For 2011MY Legacy And Outback Models

*Starting price remains for best-selling Subaru Legacy
Record-breaking Subaru Outback price increase held to \$200*

Cherry Hill, N.J., May 12, 2010 - Subaru of America, Inc. today announced 2011MY pricing for its best-selling Legacy and Outback models. Launched in 2009, the Legacy® and Outback® have been key drivers in Subaru's record sales success with Legacy showing an 87% increase in year-to-date sales and Outback sales more than doubling with a 128% increase year-to-date.

For 2011MY, both models receive equipment enhancements including manual-folding exterior mirrors. Also, models equipped with harman/kardon audio (available on Premium models and standard on Limited models) now feature XM® Satellite Radio and a three-month trial subscription.

A new color, Caramel Bronze Pearl, replaces Harvest Gold Metallic on both models and is paired with an Ivory interior. Ruby Red Pearl, previously only available on the Legacy and Tribeca, is now available on the Outback and comes also with an Ivory interior.

As with all Subaru vehicles, Symmetrical All-Wheel-Drive is standard on both models, which helps driving performance by enhancing traction regardless of weather conditions.

2011 Subaru Legacy

Subaru maintains its focus on value, and for 2011MY, Legacy continues with a starting price of \$19,995 for the 2.5i. The Legacy 2.5i Premium also remains unchanged at \$20,995, and the starting price for the Legacy 3.6R holds at \$24,995. Limited trim models are subject to a \$300 price increase due to the inclusion of XM Satellite Radio. The Legacy 2.5i Limited is now \$25,295 while the Legacy 3.6R Limited is \$28,295.

For the 2011 model year, the Legacy 2.5GT sports sedan will be offered exclusively in Limited trim. It now includes a standard power moonroof as well as XM Satellite Radio, fog lights, new simulated carbon-fiber dashboard trim, silver contrast seat and armrest stitching, and aluminum pedals. It comes with a starting price of \$31,395, an increase of only \$405, which still keeps it priced well under most competitors' offerings.

2011 Subaru Outback

The Subaru Outback, Motor Trend's 2010 Sport/Utility of the Year, receives a modest \$200 price increase with the Outback 2.5i now starting at \$23,195 and the Outback 2.5i Premium priced at \$24,495, still keeping the cost well under

most mid-size crossover or wagon competitors.

A new feature for Outback models, a Rear Vision Camera, is added to Premium and Limited models - bundled with the Power Moonroof Package. The exclusive Rear Vision Camera includes an Auto-dim mirror with Homelink, compass display and a 3.3 inch hi-resolution display in the mirror. This convenience upgrade adds \$450 to any Outback that features a Power Moonroof.

The Outback 2.5i Limited, with standard Lineartronic CVT, now starts at \$28,495 while the six-cylinder Outback 3.6R is also competitively priced at \$28,195. The Subaru Outback 3.6R Limited, which continues to be in high demand, now has a starting price of \$31,495 and includes standard XM Satellite Radio.

Award-winning Products

The 2010 Subaru Legacy and Outback have recently received significant awards. Both vehicles were named 2010 Top Safety Picks by the Insurance Institute for Highway Safety (IIHS) and as 'Bests' in their class by Kiplinger's Annual Buyers Guide. The Legacy was also named one of the 'Best Family Cars of 2010' by both Parents magazine and Edmunds.com.

The destination and delivery charge is \$725 for all 2011MY Legacy and Outback models in the contiguous 48 states. The MSRP of 2.5i PZEV (Partial Zero Emissions Vehicle) models remains \$300 more than the federal specification model.

harman/kardon® is a registered trademark of Harman International Industries, Inc.

XM Satellite Radio® XM is a registered trademark of XM Satellite Radio, Inc.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit www.subaru.com.