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SUBARU ANNOUNCES PRICING ON ALL-NEW 2015 LEGACY MODELS

• Well-equipped 2.5i models begin at $21,695
• 3.6R Limited models offer High Torque CVT starting at $29,595
• Roomiest Legacy ever with largest passenger cabin in the midsize segment
• Higher level of comfort, quiet and refinement
• New safety and infotainment technology

Cherry Hill, N.J., May 15, 2014 - May 16, 2014— Subaru of America, Inc. today announced pricing on the all-new 2015 Subaru Legacy models. The Legacy has been completely redesigned and offers a compelling blend of standout design, interior refinement, safety technology and higher fuel efficiency.

The 2015 Subaru Legacy 2.5i comes standard with Lineartronic Continuously Variable Transmission (CVT) with manual mode and paddle shift control switches and Subaru Symmetrical All-Wheel Drive with a starting price of $21,695. This is less than a 2-percent cost increase compared to the outgoing model and the 2015 model comes with additional standard equipment and safety features. The 2.5 liter Boxer engine has increased to 175 horsepower and delivers impressive fuel economy of 26 city/36 highway MPG. Active Torque Vectoring, an enhancement of the Vehicle Dynamics Control (VDC) stability and traction control system contributes to more neutral cornering is now standard on all Legacy trim levels. The Active Grille Shutter system that helps to improve fuel economy by reducing wind resistance is standard on 4-cylinder models.

Active and passive safety features have been increased for the new Legacy with the inclusion of driver and front passenger seat cushion airbags designed to retain the occupant's seating position and hold the occupant in place in an accident. LED clearance lights and tail light elements, a Welcome Lighting feature is also new on all trim levels.

Notably, the Legacy 2.5i also includes an improved Infotainment System that includes a 6.2" single-touch gesture and high resolution display, Subaru STARLINK, AM/FM Stereo HD Radio with single-disc CD Player, Aha and Pandora, Bluetooth audio-streaming and hands-free phone connectivity, Radio Broadcast Data System (RBDS), iPod Control and iTunes Tagging capabilities, USB Port, Auxiliary Input Jack, 4-speakers, and a Rear Glass Audio Antenna.

The 2015 Legacy 2.5i Premium has an MSRP of $23,495 – only $200 more (less than 1%) than the comparable outgoing model. The Premium trim level adds All-Weather Package, Dual Zone Automatic Climate Control System, 10-way power driver's seat, leather-wrapped steering wheel and shift handle, and an illuminated overhead console and front door pull handles. An upgraded Infotainment System includes a 7" multi-touch gesture and high resolution display, Bluetooth hands-free SMS text messaging connectivity, SiriusXM Satellite Radio (available with a subscription),

dual USB ports, 6-speakers, roof mounted satellite radio, and a vehicle information display.

A moonroof package can be added to the 2.5i Premium for $1,195 and includes a power moonroof and auto-dimming rear view compass mirror with Homelink. Navigation can be added with the Power Moonroof Package for only an additional $500 ($1,695 in total). The Navigation System adds SiriumXM NavTraffic and NavWeather with a subscription, map information via an updatable SD card, and improved navigation voice-activated controls.

The Legacy 2.5i Premium offers the industry's leading driver assist technology, Subaru Eyesight®, and also adds Blind Spot Detection (BSD) with Lane Change Assist (LCA.) It uses radar detection to assist the driver by detecting vehicles on either side of the vehicle that may be in the driver's blind spots and Rear Cross Traffic Alert (RCTA) notifies the driver when in reverse of a possible collision danger if a vehicle is detected approaching from a perpendicular angle. Steering Responsive Fog Lights are added to all Eyesight- equipped models and provide increased visibility in the direction of a turn. All of these industry-leading safety features are included together as an option package for only $1, 195.

The Legacy 2.5i Premium is available with three option packages (Moonroof Package, Navigation, EyeSight/SRVD Safety Package) bundled together for $2,890.

The Legacy 2.5i Limited provides an impressive list of features and content at a starting MSRP of $26,495. The Limited adds Perforated Leather-Trimmed Upholstery, stylish 18-inch Alloy Wheels, Harman/Kardon® Surround 12-speaker system and 576-watt Amplifier, 10-way power driver's seat with two-position memory, dual-mode heated rear seat backs and cushions, Subaru Rear Vehicle Detection System, exterior mirrors with integrated turn signals, fog lights, woodgrain-pattern accent trim, and center console rear A/C outlets.

Option Packages for the 2.5i Limited include the Moonroof Package, Keyless Access & Push-Button Start, and Navigation that are available individually or bundled for $2,195. EyeSight can be added to this group for $795 ($2,990 total package MSRP). These packages are also available on the Legacy 3.6R Limited.

The flagship of the sedan line-up, the Legacy 3.6R Limited, has a starting MSRP of $29,595. It now includes a new, High-Torque Continuously Variable Transmission for the 256-horsepower 3.6 liter, 6-cylinder Boxer engine that improves its estimated gas mileage to 20 city/29 highway/23 combined MPG. HID low beam headlights with automatic height adjustment control, dual/stainless tips exhaust are also standard on the 3.6R Limited.

The new Legacy is built at Subaru of Indiana Automotive (SIA). SIA this year celebrates ten years as a Zero Landfill Facility and continues to be the only U.S. automotive plant designated as a Backyard Wildlife Habitat by the National Wildlife Federation.

2015 Legacy models will arrive into dealerships this summer.

2015 SUBARU LEGACY			
Model/Trim	Transmission	MSRP	MSRP + destination and delivery
2.5i	CVT	$21,695	$22,490
2.5i Premium	CVT	$23,495	$24,290
2.5i Limited	CVT	$26,495	$27,290
3.6R Limited	CVT	$29,595	$30,390

2015 SUBARU LEGACY OPTION PACKAGES

Moonroof Package	$1,195
Moonroof Package + Navigation System	$1,695
EyeSight + Blind Spot Detection & Rear Cross Traffic Alert	$1,195
Moonroof Package + Navigation System + EyeSight +Blind Spot Detection & Rear Cross Traffic Alert	$2,890
Moonroof Package +Keyless Access & Start + Navigation System	$2,195
Moonroof Pkg + Keyless Access & Start + Navigation System + EyeSight	$2,990

Destination & Delivery is $795 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is $945 for dealers in Alaska. Partial Zero Emission Vehicles (PZEV) on 2.5i models adds $300.

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 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.