



Media Information

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

CONTACT: Dominick Infante
(856) 488-8615
dinfante@subaru.com

2010 Subaru Outback Makes Surprise Debut At New York International Auto Show

Roomiest Outback Ever with New Levels of Comfort and Refinement

Bold New Design Language Redefines Sport Utility Wagon

New 6-speed Manual and CVT Transmissions for Outback 2.5i Models

New 256-hp 3.6-liter 6-Cylinder Engine in 3.6R Models

New York, Apr 8, 2009 - Subaru of America, Inc. made a surprise introduction today, revealing the all-new 2010 Subaru Outback® at its media conference at the New York International Auto Show. The fourth-generation of the World's First Sport Utility Wagon® is a roomier and more capable interpretation of the vehicle that launched the crossover trend 15 years ago. Distinguished by bolder and crisper styling, the all-new 2010 Subaru Outback delivers enhanced performance, comfort and economy with the introduction of an all-new chassis and the new Subaru Lineartronic™ CVT (continuously variable transmission). Capability is enhanced with a segment-first swing-out roof rail and crossbar design and an improved 8.7 inches of ground clearance.

The all-new 2010 Subaru Outback is smart-sized compared to other crossover vehicles, featuring mid-size interior volume in an easy-to-manuever and off-road capable wagon body. Interior volume has been increased by almost 8 percent in a package that is actually shorter than the outgoing model. The wheelbase has been increased by 2.8 inches and improves rear seat legroom by almost 4 inches. A new rear double wishbone suspension improves chassis dynamics and rear cargo space. The 2010 Outback is 2 inches wider to improve passenger comfort, has more headroom and is more fuel efficient than the outgoing model.

The 2010 Outback, while still clearly related to its predecessors, marks a departure in design toward a new, bolder look. The 2010 Outback also has a greater road presence with a wider track and expressive wheel arches. Built on an all-new platform, the 2010 Outback has a 2.8 inch longer wheelbase, now 107.9 inches, for a smoother ride and increased interior space. Rear seat legroom is increased by nearly 4 inches to 37.8 inches. With a 2.0-in. increase in vehicle width, the 2010 Outback offers greater hip and shoulder room. Total passenger room is increased by 8 cubic feet, now 105.4 cu. ft., and maximum cargo capacity (with rear seatbacks folded) is up by 6 cubic feet to 71.3 cu. ft. The Outback also features a rear cargo area that is deeper and wider than in many small SUVs and easier to access through its wide aperture rear hatch.

Remarkably, the roomier 2010 Outback is almost one inch shorter than the previous model, due to reduced front and rear overhang dimensions. The new Outback is also four inches taller than the previous model, increasing headroom and cargo area height. The new packaging preserves the maneuverability, agility and parking ease that Outback

customers value.

Building on the tremendous success of previous Outback models, the 2010 Outback caters to a wide variety of customer tastes and needs. The Outback line for 2010 will include three 2.5i models powered by a revised 170-hp 2.5-liter 4-cylinder Boxer engine. The efficient Outback 2.5i models offer a new standard 6-speed manual transmission, or the available Lineartronic™ CVT. Both transmissions help to improve acceleration, response and fuel economy. Three new range-topping Outback 3.6R models are powered by a new 256-hp 3.6-liter 6-cylinder Boxer engine teamed with a 5-speed electronic automatic transmission.

All Outback models for 2010 are equipped as standard with Vehicle Dynamics Control (VDC), which combines stability and traction control capability. The all-new electronic Hill Holder System, also standard on all models, holds the vehicle in place until the driver applies the throttle to pull away from a stop. Previous systems held the car in place for only a few seconds. Subaru is the only company that features Symmetrical All-Wheel Drive as standard equipment on every vehicle in its product line.

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 nearly 600 dealers across the United States. Subaru makes the best-selling All-Wheel Drive car sold in America based on R.L. Polk & Co. new vehicle retail registration statistics calendar year-end 2007. In addition, Subaru boasts the most fuel-efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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.