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FOR IMMEDIATE RELEASE

SUBARU ANNOUNCES PRICING ON 2024 OUTBACK SUV

- Outback Wilderness receives a redesigned, more aggressive front fascia
- Award-Winning EyeSight® Driver Assist Technology is standard
- Wireless Apple CarPlay® and wireless Android Auto™ available
- Heated steering wheel standard on Onyx Edition, Onyx Edition XT and Wilderness
- Outback has an MSRP starting at \$28,895
- MSRP for option packages remain the same as previous year

CAMDEN, N.J. – March 1, 2023 – Subaru of America, Inc. today announced pricing on the 2024 Outback SUV. This year, the rugged Outback Wilderness receives updated front styling. The 2024 Outback also offers updates to its comprehensive list of standard features and will begin arriving at Subaru retailers this fall.

For 2024, the Outback Wilderness receives a more rugged look thanks to a new front fascia featuring a redesigned bumper and LED fog lights paired with a more prominent front grille.

A 360-degree heated steering wheel is now standard on the Outback Onyx Edition, Onyx Edition XT, and Wilderness. This feature was only offered on higher trim levels the previous year. The Onyx Edition, now like its XT counterpart, is equipped with a Power Moonroof and Reverse Automatic Braking as standard.

Standard across Outback 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 Outback makes 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, climate, X-MODE® 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.

The 2024 Outback delivers the optimal blend of SUV capability and car-like ride and handling with standard Subaru Symmetrical All-Wheel Drive, Active Torque Vectoring, Vehicle Dynamics Control and X-MODE with Hill Descent Control. The 8.7 inches of ground clearance (9.5 inches for Wilderness) is greater than that of many SUVs, yet the Outback maintains a comfortably low step-in height for both front and rear passenger entry.

For 2024 model year, Outback will be available in Base, Premium, Onyx Edition, Wilderness, Limited, Touring, and XT trim levels.

The Outback Base starts at a competitive price of \$28,895 and 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; LED fog lights; Rear Vision Camera with Adaptive Guidelines; and X-MODE with Hill Descent Control.

The SUV 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 and cargo area lights have been upgraded to LED.

The entry-level trim is powered by a 2.5-liter BOXER engine that produces 182 hp and 176 lb-ft of torque. The naturally aspirated engine is paired with a standard Lineartronic® CVT (continuously variable transmission) with 8-speed manual shift mode and steering wheel paddle shift control switches.

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

The Outback Premium, with a starting price of \$31,195, includes all the standard equipment from the Base and adds an All-Weather Package; leather-wrapped steering wheel; dual-zone automatic climate control system; 10-way power driver seat; and rear gate LED light.

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 USB-A and USB-C input/charge and 3.5 mm auxiliary input jack. All three input locations are illuminated. The rear section of the center console is equipped with USB-A and UBS-C charge ports and rear ventilation.

There are two option packages available for the Premium. The first includes Hands-Free Power Rear Gate; Keyless Access with Push-Button Start; and Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert; and Automatic Emergency Steering for an MSRP of \$1,400.

The second package includes all the features of the first package and adds a Power Moonroof and the STARLINK 11.6-inch Multimedia Navigation powered by TomTom® for an MSRP of \$2,995.

Priced at \$36,105, the Onyx Edition builds on the Premium trim and adds Keyless Access with Push-Button Start; Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert; Automatic Emergency Steering; Hands-Free Power Gate and dual-function X-MODE. The standard 11.6-inch Multimedia Plus system is now paired with a Harman Kardon® speaker system with 576-watt equivalent amplifier.

The Onyx Edition now comes standard with a Power Moonroof and Reverse Automatic Braking. The youthful trim level also features black-finish exterior elements and badging, 18-inch alloy wheels in black finish, and an exclusive gray two-tone interior. Further, the seats are wrapped in a water-repellant durable StarTex® material and the leather-wrapped heated steering wheel is now complemented with green stitching.

Priced at \$39,360, the Outback Onyx Edition XT upgrades to the powerful 2.4-liter turbo BOXER engine as well as 180-Degree Front View Monitor, 8-way power front passenger seat, heated rear seats (outboard seat position), and a full-size spare tire.

The refreshed Outback Wilderness has a starting price of \$39,960. The rugged trim level builds off the Onyx Edition XT including the 2.4-liter turbo BOXER engine; Hands-Free Power Gate; 180-Degree Front View Monitor; and a full-size matching spare tire. In addition, the Outback Wilderness is equipped with dual-function X-MODE with exclusive low speed/low gradient control; Yokohama GEOLANDAR® all-terrain tires; and unique exterior and interior accents.

The tuned suspension gives Outback Wilderness outstanding stability on rough terrain while retaining ride comfort and handling performance on the open road. The front and rear shock absorbers and springs have increased length to provide more suspension travel with 9.5 inches of ground clearance.

An option package with a Power Moonroof; STARLINK 11.6-inch Multimedia Navigation system; and Reverse Automatic Braking is available for an MSRP of \$1,845.

The well-appointed Outback Limited starts at \$35,795. The Limited comes standard with 12-way power driver's seat with two position memory with power lumbar support. Built on Premium, the

Limited adds perforated leather-trimmed upholstery; heated rear seat backs; hands-free power rear gate; and Keyless Access with Push-Button Start to its list of standard features. Standard driver assist technologies include Reverse Automatic Braking and Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert and Automatic Emergency Steering.

An option package includes a Power Moonroof; 360-degree heated steering wheel; STARLINK 11.6-inch Multimedia Navigation system; Harman Kardon speaker system with 576-watt equivalent amplifier; and DriverFocus® Distraction Mitigation System for an MSRP of \$2,060.

At \$40,195, the turbocharged 2024 Outback Limited XT upgrades to the 2.4-liter turbo BOXER engine. The Limited XT adds a Power Moonroof; 360-degree heated steering wheel; STARLINK 11.6-inch Multimedia Navigation system; Harman Kardon speaker system with 576-watt equivalent amplifier, and DriverFocus.

The top-of-the-line Touring is priced at \$40,345 and includes all the standard equipment of the Limited, plus a 180-Degree Front View Monitor, automatic power-folding mirrors, 360-degree heated steering wheel and ventilated front seats.

The Touring trim includes a Wide-Angle Mono Camera that works together with the dual-camera EyeSight system. Also standard on Touring is a full LCD Smart Rear-View Mirror with auto-dimming, compass and Homelink®. The top trim is also adorned with exclusive exterior and interior accents and genuine Black or Java Brown Nappa Leather upholstery throughout the interior.

The Outback Touring XT is priced at \$42,795 and comes with all the standard equipment of the Touring and upgrades to the 2.4-liter turbocharged BOXER engine.

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

2024 Outback				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + Destination and Delivery
Outback	CVT	'01	\$28,895	\$30,190
Outback Premium	CVT	11, 13, 15	\$31,195	\$32,490
Outback Onyx Edition	CVT	21	\$36,105	\$37,400
Outback Limited	CVT	31, 34	\$35,795	\$37,090
Outback Touring	CVT	41	\$40,345	\$41,640
Outback Onyx Edition XT	CVT	21	\$39,360	\$40,655
Outback Wilderness	CVT	21, 22	\$39,960	\$41,255
Outback Limited XT	CVT	32	\$40,195	\$41,490

Outback Touring XT	CVT	41	\$42,795	\$44,090
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2024 Outback Option Packages		
Code	Description	MSRP
01, 11, 21, 31, 32, 41	Standard Model	N/A
13	Blind-Spot Detection w/ Rear Cross-Traffic Alert + Keyless Access & Push-Button Start + Hands-Free Power Rear Gate	\$1,400
15	Blind-Spot Detection w/ Rear Cross-Traffic Alert + Keyless Access & Push Button Start + Hands-Free Power Rear Gate + Power Moonroof + 11.6-inch Multimedia Navigation System	\$2,995
22	Power Moonroof + 11.6-inch Multimedia Navigation System + Reverse Automatic Braking	\$1,845
34	Power Moonroof + Heated Steering Wheel + 11.6-inch Multimedia Navigation System + Driver Focus	\$2,060

Destination & Delivery is \$1,295 for Outback and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,445 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](#).