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2027 SUBARU OUTBACK DELIVERS AFFORDABILITY WITH NEW PRICING, NEW OUTBACK ENTRY-LEVEL MODEL STARTING AT \$32,995 MSRP

- New, entry-level 2027 Subaru Outback features much higher content than previous base models
- Standard 12.1-inch touchscreen, 12.3-inch full digital gauge cluster, EyeSight® Driver-Assist Technology, and power rear gate on base model
- Adjusted pricing across most Outback trim levels, lowering average price by \$1,000 for most trim levels
- Highway Hands-Free Assist now standard on Limited XT and available on Wilderness trim levels
- Starting at \$32,995 MSRP, lowering entry price for Outback by \$2,000 compared to outgoing model

CAMDEN, N.J., OCT. 22, 2026 – Subaru of America, Inc. today announced pricing for its 2027 Subaru Outback model lineup, including a new, entry-level trim starting at \$32,995 MSRP. The new 2027 Subaru Outback base model affirms the automaker's focus on delivering even more value and affordability, lowering the entry price for the Outback lineup by \$2,000 compared with 2026 and offering much higher content levels than the previous-generation Outback, with no compromises in technology, capability, or driver-assistance features. Similarly, prices for the 2027 Subaru Outback lineup have been adjusted compared to the previous year, with the MSRP lowered by an average of \$1,000 across most trim levels. The new 2027 Subaru Outback SUV arrives at retailers later this year.

"The return of an entry-level Subaru Outback trim for 2027 underscores our commitment to providing consumers with affordable, safe, and reliable vehicles," said Jeff Walters, President and COO,

Subaru of America, Inc. “Now, more than ever, we’re focused on offering vehicles designed to meet the budget and needs of families and new car buyers looking for value and capability.”

The new 2027 Subaru Outback entry-level model adopts the new 12.1-inch Subaru Multimedia System as standard along with a 12.3-inch full digital instrument cluster, award-winning EyeSight® Driver-Assist Technology, DriverFocus® Distraction Mitigation System, heated front seats, 8.7 inches of ground clearance, and more.

New for the 2027 model year, the Outback Limited XT adds Subaru’s Highway Hands-Free Driving Assist as standard equipment. Also new for 2027, the Subaru Outback Wilderness offers the driver-assistance features as part of an options package. Three new exterior colors are available: Sand Dune Pearl, Daybreak Blue Pearl, and Snowfall White Silica, which is all-new.

2027 Subaru Outback Base

The entry-level 2027 Subaru Outback is powered by a 2.5-liter, 180-horsepower SUBARU BOXER® engine paired with a Lineartronic® CVT (Continuously Variable Transmission) and standard Subaru Symmetrical All-Wheel Drive. Like the rest of the Outback lineup, the new base trim level is equipped with standard X-MODE® with Hill Descent Control, and raised, ladder-type roof rails with an 800-pound static load capacity.

Inside, the 2027 Subaru Outback base trim level is upholstered in durable black Tricot cloth. With 34.6 cubic feet of cargo space behind the second row, or 80.5 cubic feet with the standard 60/40-split folding rear seats folded forward, the Outback offers plenty of room for gear. An all-weather package that includes heated front seats, heated sideview mirrors, and windshield wiper de-icer is standard.

The 12.1-inch Subaru Multimedia touchscreen offers improved responsiveness, compared to the last-generation Outback, and wireless Apple CarPlay® and Android Auto™ connectivity. Standard USB-A and USB-C chargers in the front console help to keep devices powered on the go. For the driver, a 12.3-inch full digital instrument cluster can be configured to display normal gauges; turn-by-turn navigation; an EyeSight®-focused mode with a large, easy-to-read road-ahead display; or an essential “calm” mode to minimize distraction for a more relaxing journey. Standard dual-zone automatic climate control with physical controls helps to make longer drives more comfortable.

Outside, the 2027 Subaru Outback base trim rides on silver-finished 18-inch aluminum-alloy wheels with all-season tires. A power rear gate with memory height is standard, and an easily removable rear trailer hitch bumper cover provides access to towing up to 2,700 pounds on the entry-level 2027 Subaru Outback, when properly equipped.

2027 Subaru Outback Premium

The 2027 Subaru Outback Premium starts at \$34,995 MSRP, the same price as the outgoing model. Building on the entry trim level's impressive equipment, the 2027 Subaru Outback Premium adds black or gray StarTex® upholstery, a 10-way power-adjustable driver's seat, a leather-wrapped steering wheel, and more.

An options package that adds popular equipment including a 12.1-inch Subaru Multimedia Navigation System, rain-sensing windshield wipers, a power moonroof, a heated steering wheel, and a wireless smartphone charger is \$2,045 MSRP, \$225 less than the previous model year.

2027 Subaru Outback Limited

The 2027 Subaru Outback Limited builds on the equipment of the Outback Premium trim level, including its options package. It adds black or gray leather upholstery with khaki contrast stitching, a 12-speaker Harman Kardon® speaker system, a 12.1-inch Subaru Multimedia Navigation System, an 8-way power-adjustable passenger seat, heated rear seats, 18-inch aluminum-alloy wheels in black finish, and more. The 2027 Subaru Outback Limited is priced at \$39,995 MSRP, which is \$1,720 less than the prior year.

2027 Subaru Outback Touring

For \$43,495 MSRP, which is \$1,900 less than the previous model year, the 2027 Subaru Outback Touring adds more premium convenience and comfort features. Those include Nappa leather upholstery, 18-inch machine-finished black aluminum alloy wheels, heated and ventilated front seats, a surround view monitor, a 12-way power-adjustable driver's seat, and more.

The Outback Touring trim level also includes an expanded 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.

2027 Subaru Outback Limited XT

The 2027 Subaru Outback Limited XT builds on the Outback Limited trim level by adding a turbocharged 2.4-liter SUBARU BOXER® engine producing 260 horsepower and 277 pound-feet of torque and 19-inch aluminum-alloy wheels with a black finish. This year it starts at \$43,595 MSRP, which is \$770 less than the outgoing version, and adds new safety features for an enhanced value.

New for 2027, the Outback Limited XT adds standard Highway Hands-Free Assist, Emergency Stop Assist with Safe Lane Selection, Highway Hands-Free Active Lane Change Assist, Pre-Curve Speed Control, and Automatic Resume Assist as standard equipment.

2027 Subaru Outback Touring XT

At the top of the Outback lineup, the 2027 Subaru Outback Touring XT includes equipment found on the Touring trim level and adds a potent 2.4-liter SUBARU BOXER® engine and 19-inch machine-finished black alloy wheels for \$46,595 MSRP, which is \$1,400 less than the prior year.

2027 Subaru Outback Wilderness

The off-road-focused 2027 Subaru Outback Wilderness starts at \$43,995 MSRP, which is \$1,000 less than the previous year. In addition to a turbocharged 2.4-liter SUBARU BOXER® engine, the Outback Wilderness adds an increased ride height with 9.5 inches of ground clearance, durable StarTex® interior upholstery, electronically controlled adaptive dampers, Dual-Mode X-MODE® with Snow/Dirt and Deep Snow/Mud settings, 17-inch alloy wheels with a matte black finish, all-terrain tires, and underbody protection.

It also includes a 12-speaker Harman Kardon® speaker system, Wilderness-exclusive interior and exterior design elements including anodized copper accents, a unique grille and cladding, heated front and rear seats, and a heated steering wheel.

Two options packages for the 2027 Subaru Outback Wilderness are available. The first options package adds a power moonroof, 12.1-inch Subaru Multimedia Navigation System, and a surround view monitor for \$1,995 MSRP, which is \$50 less than the prior year. Another options package adds Nappa leather upholstery, ventilated front seats, a 12-way power-adjustable driver's seat, an 8-way power-adjustable passenger's seat, Highway Hands-Free Assist, Highway Hands-Free Active Lane Change Assist, and Emergency Stop Assist with Safe Lane Selection for \$5,090 MSRP.

The 2027 Subaru Outback is available in Crystal Black Silica, Crimson Red Pearl, Deep Emerald Green Pearl, Ice Silver Metallic, Magnetite Gray Metallic, and River Rock Pearl. Sand Dune Pearl, Daybreak Blue Pearl, and Snowfall White Silica are newly available on the 2027 Outback. Geyser Blue and Sand Dune Pearl are exclusive to Outback Wilderness.

The 2027 Subaru Outback is assembled in Gunma, Japan and will be available at Subaru retailers nationwide later this year.

2027 Subaru Outback				
Model/Trim	Transmission	Available Options	MSRP	Adjusted Pricing vs. 2026
Outback	CVT	NA	\$32,995	NA
Outback Premium	CVT	13	\$34,995	NA
Outback Limited	CVT	NA	\$39,995	(-\$1,720)
Outback Touring	CVT	NA	\$43,495	(-\$1,900)
Outback Limited XT	CVT	NA	\$43,595	(-\$770)
Outback Touring XT	CVT	NA	\$46,595	(-\$1,400)
Outback Wilderness	CVT	22, 23	\$43,995	(-\$1,000)

2027 Subaru Outback Options			
Code	Description	MSRP	Adjusted Pricing vs. 2026
13	Rain-sensing wipers, Navigation, Heated Steering Wheel, Moonroof, Wireless Charger	\$2,045	(-\$225)
22	Moonroof, Navigation, Surround View Monitor	\$1,995	(-\$50)
23	Moonroof, Navigation, Surround View Monitor, Nappa Leather Seats, Ventilated Front Seats, 12-way power driver seat, 8-way power passenger seat, Hands-Free Assist	\$5,090	NA
Premium Paint (Deep Emerald Green, River Rock Pearl, Sand Dune Pearl, Daybreak Blue Pearl, Snowfall White Silica)		\$395	NA

Destination & Delivery is \$1,545 for Outback and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,695 for retailers in Alaska.

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 \$357 million to causes that Subaru and its customers care about, and Subaru employees have logged more than 130,000 volunteer hours. Through these actions and more, 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.

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