



Aaron Cole
Product Communications Manager
856.488.3697
acole1@subaru.com

Miranda Jimenez
Product Communications Specialist
856.438.2820
mjimem@subaru.com

Karley Dowdy
Product Communications Specialist
856.438.2820
kdowdy@subaru.com

SUBARU ANNOUNCES NO-COST HIGHWAY HANDS-FREE DRIVING ASSIST UPDATE FOR 2026 OUTBACK TOURING, TOURING XT MODELS

- First Subaru hands-free highway system, available via no-cost update on 2026 Outback Touring and Touring XT, enabling hands-free driving up to 85 mph on most interstate highways
- Expanded EyeSight® tech combines GPS, HD maps, radar, and cameras, refined through 100,000 miles of testing for greater accuracy and confidence
- Upgraded DriverFocus® improves driver attention monitoring and adds personalized convenience feature for up to five users

MARCH 4, 2026, Camden, N.J., – Subaru of America, Inc., today announced existing owners of the all-new 2026 Subaru Outback Touring and Touring XT models can receive a no-cost update to activate Highway Hands-Free Assist Driving system. The system, a first on any Subaru model, provides hands-free driving at speeds up to 85 MPH on most U.S. highways. The update is unnecessary for any vehicles sold after January 19, 2026.

EyeSight® Highway Hands-Free Assist[†] comes standard on 2026 Subaru Outback Touring and Touring XT trim levels, and provides limited hands-free operation once advanced adaptive cruise control is active. Subaru's DriverFocus® system monitors driver awareness to ensure that control can be transferred back to the driver at any time. If DriverFocus® detects that the driver is not attentive, the system will disengage and prompt the driver to place their hands on the wheel and resume control.

The new advanced driving assist systems for Outback Touring and Touring XT models expand EyeSight® functionality by integrating GPS data, 3D high-definition maps, millimeter-wave radar,

and a camera-based system. Subaru engineers logged nearly 100,000 miles of hands-free driving during development to help refine system performance, driver attention, and handoff behavior in real-world conditions. Combined with testing, the advanced driving systems for Outback Touring and Touring XT help to provide higher accuracy and broader driver support for a more confident and comfortable driving experience.

When adaptive cruise control is activated, Highway Hands-Free Assist will automatically engage on highways with at least two lanes. It provides advanced adaptive cruise control, and limited hands-free assist, along with specific features like highway active lane change assist, highway automatic resume assist, highway pre-curve speed control, and emergency stop assist with safe lane selection. The advanced driving assist system status is shown in the digital gauge cluster, where green icons indicate hands-on assist, and blue icons confirm Highway Hands-Free Assist activation.

Supporting these new capabilities is the second-generation DriverFocus® Distraction Mitigation System. The upgraded system features a wider-angle, higher-resolution camera, improved processing, and infrared LEDs that can track eye-gaze through most sunglasses or eyeglasses. These updates allow more precise detection for driver posture, position, and drowsiness, helping EyeSight® deliver more accurate safety alerts. In addition to safety, DriverFocus® offers driver-recognition convenience features, automatic seat adjustments, mirrors, and climate preferences for up to five users.

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 \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. 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. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).

###

ⁱ *Hands-Free Assist is a driver-assist technology and not a substitute for active driver involvement. Always keep your eyes on the road and be prepared to take control. Functionality limited to certain pre-determined highways. MySubaru Companion or Companion+ subscription required for map updates. See your Subaru retailer for more information.*