



Contact: Dominick Infante
Subaru of America, Inc.
856-488-8615
dinfante@subaru.com

Jessica Tullman
Subaru of America, Inc.
310-352-4400
jtullman@subaru.com

FOR IMMEDIATE RELEASE

**2014 SUBARU OUTBACK[®] OFFERS EXPANDED AVAILABILITY OF EYESIGHT[®]
DRIVER-ASSIST SYSTEM AND ADDS AVAILABLE AHA[®] SMARTPHONE
INTEGRATION AND OTHER UPGRADES**

- Subaru EyeSight, the highest-rated front crash prevention system by IIHS, now available for 2.5i Premium model; integrates Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning.
- IIHS Top Safety Pick+
- “Superior” rating in IIHS Front Crash Prevention (FHP) when equipped with Subaru EyeSight
- All-Weather Package and Display Audio now standard for 2.5i Premium
- CVT transmission enhanced with adaptive control
- Revised option packages
- Aha[®] smartphone integration included with optional navigation

CHERRY HILL, NJ -- Subaru of America, Inc. has enhanced the Outback, the original Sport Utility Wagon[®], for 2014 with new standard features and expanded availability of the innovative EyeSight driver assistance system. The upgrades follow a model year in which the Outback gained a new powertrain for higher fuel economy, and also debuted revised styling and suspension tuning.

Standard Symmetrical All-Wheel Drive distinguishes the Outback from crossover competitors, which generally offer all-wheel drive only as an extra-cost option. In addition, the Outback offers 8.7 inches of ground clearance, which is higher than many crossovers and some dedicated SUVs, yet features a comfortable step-in height. The 2014 Outback earned a 5-star overall safety rating from the National Highway Traffic Safety Administration (NHTSA) and also earned the new Top Safety Pick+ rating from

the Insurance Institute for Highway Safety (IIHS).

In the new IIHS Front Crash Prevention (FHP) test program, the 2014 Outback (and Subaru Legacy® sedan) equipped with the available EyeSight system were the only vehicles to receive highest possible score of six points and were two of seven models from 74 tested to receive highest possible “Superior” rating. The Superior rating is given to vehicles that have an autobraking system such as Subaru EyeSight and can avoid a crash or substantially reduce speeds in both tests. Subaru EyeSight is the highest-rated front crash prevention system by IIHS.

Subaru upgraded the popular 2014 Outback 2.5i Premium models to include as standard the All-Weather Package (heated front seats, heated side mirrors and windshield wiper de-icer) and the Display Audio system. Display Audio includes HD Radio, a 4.3-in. LCD display screen, single-disc CD player, SiriusXM Satellite Radio (includes 4-month trial subscription), 6-speakers and all features of the standard audio system (Bluetooth audio streaming and hands-free phone connectivity, iPod® control capability, USB port and 3.5mm auxiliary input jack).

Subaru introduced the advanced EyeSight driver-assist system for the 2013 Legacy and Outback Limited models, and for 2014 makes it also available in the Premium trim lines of both models. EyeSight, which uses innovative Subaru-developed stereo camera technology, integrates Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning.

The base 2014 Outback 2.5i model offers a new Alloy Wheel Package that includes 17-inch alloy wheels, 215/50 R17 all-season tires and fog lights with chrome trim rings.

Up to 30 MPG Fuel Economy

The Outback 2.5i models continue with the double-overhead-cam (DOHC) 2.5-liter FB series Boxer engine that debuted for 2013. The engine produces 173 hp and 174 lb.-ft. of torque, with greater low-end torque across a broad speed range than the engine it replaced.

Outback 2.5i and 2.5i Premium models offer a choice between a standard 6-speed

manual transmission and the second-generation Lineartronic® continuously variable transmission (CVT). The CVT is standard on the 2.5i Limited. For 2014, the addition of adaptive control to the CVT adds further refinement. Based on vehicle inputs received by the transmission control module, pulley gear ratios are always optimized based on driving preferences and road conditions. The 2014 Outback 2.5i models with the CVT achieve an EPA-estimated 24 mpg city/30 mpg highway/26 mpg combined.

The Outback 3.6R Limited continues with a 256-horsepower 3.6-liter 6-cylinder Boxer engine and 5-speed electronically controlled automatic transmission.

Expanded Availability for EyeSight Driver-Assist System

For 2014, Subaru has made its optional EyeSight driver-assist system available in the 2.5i Premium model. The system, which integrates Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning, had debuted as an option in the Limited trim models for 2013.

One of the most affordable such technologies available in the U.S. market, EyeSight uses a stereo camera technology developed by Subaru to provide a detection angle wider than that of radar-based systems. EyeSight processes stereo images to identify the vehicles traveling in front, as well as obstacles, traffic lanes and other items.

Below a speed differential of approximately 19 mph, EyeSight is capable of detecting pedestrians or objects in the vehicle's path and can activate in order to mitigate or even avoid the collision. Under certain circumstances, Eyesight is able to bring the car to a complete stop. At relative speeds above approximately 19 mph, EyeSight can apply the brakes when an object is detected, and will attempt to brake if the driver takes no evasive action, or does not brake appropriately, to help mitigate collision damage.*

The Lane Departure and Sway Warning feature can detect if the car begins to wander outside the intended lane without a turn signal being used, or if the car begins to sway within the travel lane. Intended for freeway use, Eyesight's Adaptive Cruise Control system can maintain a safe distance from the vehicle in front, braking and/or accelerating the car as needed to maintain the driver-selected target speed and following distance. Adaptive Cruise Control is operational up to 87 mph and can fully

brake the vehicle to a stop if the system “locks on” to a vehicle ahead. As an added convenience, Adaptive Cruise Control assists the driver in heavy stop-and-go freeway traffic by maintaining distance from the vehicle ahead.

In heavy traffic conditions, EyeSight will also alert the driver when the vehicle ahead has moved if he or she doesn't react within several seconds. The technology can also help reduce collision damages by cutting the throttle when it senses an obstacle in front, but the accelerator pedal continues to be pushed.

Blending the Best of Car and SUV

The Subaru Outback is smart-sized compared to other 2-row crossover vehicles, featuring a roomy mid-size interior in an easy-to-maneuver and off-road-capable wagon. The Outback provides the crisp car-like handling with the versatility of an SUV. The 8.7 inches of ground clearance is higher than for many large SUVs and crossovers while maintaining a low step-in height.

Total passenger volume of 105.4 cu. ft. and maximum cargo capacity of 71.3 cu. ft. (with the standard 60/40 split rear seatbacks folded) rivals that of larger vehicles. The Outback also features a rear cargo area that is deeper and wider than in many SUVs.

The current-generation Outback was the first crossover to feature as standard factory-installed foldable roof crossbars. The feature was refined for the 2013 model year with an adjustable design that allows the rear crossbar to be moved rearward to carry longer items, such as kayaks. The distance between the front and rear bars can be adjusted from 29.9 inches up to 39.7 inches.

Three Trim Levels

The 2014 Subaru Outback 2.5i models are available in three trim levels – base, Premium and Limited. The Outback 3.6R is offered exclusively in the Limited trim for 2014. The base 2.5i features a long roster of standard features, among them steering wheel cruise control and audio switches; Bluetooth® hands-free phone and audio streaming capability; a 60/40 split fold-down rear seat with recline feature; electronic parking brake with Hill Holder System and an automatic headlight function.

Outback Premium models add additional amenities, including a 10-way power driver's seat (with power lumbar support adjustment) and driver's auto up/down window; leather-wrapped steering wheel and shifter (CVT); instrument panel storage bin with door; ambient light for the overhead console; body-colored side mirrors and 17-in. alloy wheels.

Outback Premium models add the Lineartronic CVT plus additional amenities, including a 10-way power driver's seat (with power lumbar support adjustment) and driver's auto up/down window; 6-speaker Display Audio system; leather-wrapped steering wheel and shifter; instrument panel storage bin with door; ambient light for the overhead console, body-colored side mirrors and 17-in. alloy wheels.

The 2014 Outback Premium offers the available Power Moonroof Package that for 2014 also includes a rear vision camera and auto-dimming rear-view mirror with Homelink®.

Also new for 2014, the 2.5i Premium offers the touch-screen navigation system that was previously available only for the Limited. For 2014, the system adds Aha smartphone integration, with features including radio stations, newsfeeds, audiobooks and more. The system combines a touch-screen GPS navigation system with 7.0-inch LCD display; voice activated controls and navigation; SiriusXM® Satellite Radio and NavTraffic (4-month trial subscription included); rear vision camera, and an SD card slot for convenient navigation map updates via web download.

To the Premium content, the Limited trim lines add perforated leather upholstery, dual zone automatic climate control, the display-type harman/kardon Premium Audio Package, rear A/C ducts, electro-luminescent gauges and a 4-way power front passenger seat. The Outback 2.5i Limited in addition features the Lineartronic CVT as standard.

Top-of-Line Luxury

The Special Appearance Package option that debuted for the 2013 Outback 2.5i Limited and 3.6R Limited models returns for 2014 and now includes the EyeSight system. This luxury upgrade adds special interior and exterior features, as well as added

conveniences. An Outback 2.5i Limited or 3.6R Limited with the Special Appearance Package is a fully equipped model, with no other factory options.

The Saddle Brown leather-tripped interior is accented by dark matte woodgrain-patterned finish interior trim. Outside, a gray grille, door handles and machine-finish wheels, and gray exterior mirrors with integrated turn signals distinguish this top-end model. The Special Appearance Package provides the added luxury of a Keyless Access & Start system, and adds a two-position memory system for the 10-way power driver's seat. With the Keyless Access & Start system, the driver, while carrying the remote control in a pocket or purse, can unlock the car by touching the door handle button. The rear gate also has an unlock touch sensor.

Symmetrical All-Wheel Drive: Three Different Types

Subaru offers three different Symmetrical All-Wheel Drive systems in the 2014 Outback line, each tailored to the type of transmission. In Outback 2.5i models equipped with the 6-speed manual transmission, the Continuous AWD system uses a viscous-coupling locking center differential to distribute torque a nominal 50/50 front to rear. Slippage at either the front or rear wheels will cause the system to send more torque to the opposite wheels.

Outback 2.5i models equipped with the Lineartronic CVT use Active Torque Split AWD. An electronically managed continuously variable transfer clutch actively controls torque distribution in response to driving conditions and wheel slippage.

The Outback 3.6R Limited exclusively features the Variable Torque Distribution (VTD) AWD system with a 5-speed electronic automatic transmission. A planetary center differential works with an electronically controlled continuously variable hydraulic transfer clutch to manage torque distribution. The VTD system normally sends more torque to the rear wheels (45:55) to enhance handling agility, and it can continuously adjust distribution in response to driving and road conditions.

Subaru Safety

The Subaru Ring-Shaped Frame Reinforcement body structure has been proven for occupant protection in more than a decade of use. Inside, the Outback features standard

front side pelvis/torso airbags and side curtain airbags that offer front and rear outboard seat coverage.

Vehicle Dynamics Control (VDC) combines stability and traction control functions, and traction control works to augment the Symmetrical All-Wheel Drive functionality. The 4-wheel disc Anti-lock Brake System (ABS) integrates Electronic Brake-force Distribution (EBD) and the Brake Assist safety system that automatically applies maximum braking pressure in an emergency stop. The electronic Hill Holder System holds the vehicle in place until the driver presses the accelerator pedal to pull away from a stop. The Brake Override system ensures that engine power will be cut when both the brake and accelerator are pressed simultaneously.

Subaru produces a full line of all-wheel drive sedans, crossovers and SUVs, along with the rear-wheel drive BRZ sports car that was introduced for model year 2013.

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 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.

** EyeSight is not designed as a substitute for due care and attention to the road. The system may not react in every situation. There are certain operational limitations, such as when weather conditions obscure the view of the cameras. Finally, even with the advanced technology used, a driver with good vision and who is paying attention will always be the best safety system.*