



Media Information

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

CONTACT: Todd Hill
(856) 488-3234
thill@subaru.com

Charles Ballard
(856) 488-8759
cballard@subaru.com

Aaron Cole
(720) 231-0809
acole1@subaru.com

SUBARU ANNOUNCES LEGACY PRODUCTION WILL END IN 2025

- Production will end spring 2025 at conclusion of 2025 model year
- Starting price of 2025 Legacy is \$24,895, same as outgoing 2024 model year
- Award-winning EyeSight® Driver Assist Technology standard on all models

Camden, N.J., Apr 23, 2024 - Subaru of America, Inc. today announced production of the Legacy sedan will end next year at the conclusion of the 2025 model year.

The Subaru Legacy was designed for the American market and on its debut in 1989 it became the first Subaru manufactured in the United States at Subaru's new Indiana plant, Subaru of Indiana Automotive. The Subaru Legacy has been beloved by owners and renowned for its exemplary safety and reliability; over 94% of Subaru Legacy vehicles sold in the last 10 years are still on the road today* and the model has been an Insurance Institute of Highway Safety *Top Safety Pick* for 18 years running. ** ***

The first-generation Legacy began a new era for Subaru with a competitive mid-sized sedan and wagon that featured sleek styling and advanced technology such as multi-point fuel injection, four-wheel disc brakes, fully independent suspension, and available Full-Time AWD. Later, the Legacy Wagon became the foundation for the legendary Subaru Outback.

Since its debut, Legacy models sold in the U.S. have been assembled at Subaru of Indiana in Lafayette, Indiana. In total, the six generations of the Subaru Legacy have racked up over 1.3 million sales in the U.S. Though the Legacy is the longest-running Subaru model line, its discontinuation reflects market shifts from passenger cars to SUVs and crossovers and Subaru's transition to electrified and fully electric vehicles. Including the Solterra EV, which debuted in the 2023 model year, Subaru Corporation, the parent company of Subaru of America, Inc., previously announced it would produce eight EV models by the 2028 calendar year.

The 2025 Legacy will arrive at Subaru retailers this spring and start at \$24,895.

* Based on Experian Automotive vehicles in operation vs. total new registrations from MY2012-2021

** Claim applies to U.S.-spec vehicles. Based on research conducted by Subaru of America and Subaru Canada.

*** As of April 2024

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](#).