CARGAZING

2027 SUBARU ASCENT

Ascent Adds Family Features

PRESS RELEASE

Subaru of America has announced pricing for the 2027 Subaru Ascent. For the new model year, the award-winning three-row SUV adds new in-vehicle technologies and introduces a new exterior color exclusive to the Ascent, Deepwater Blue Pearl.

The 2027 Ascent is offered in Premium, Limited, Limited Bronze Edition, Touring and Onyx Edition Touring trim levels, in seven- or eight-passenger configurations.



The 2027 Subaru Ascent three-row SUV adds USB-C charging for more passengers, a new interior light switch and the Ascent-exclusive Deepwater Blue Pearl paint, starting at $40,795.

CAPABILITY

Built for confident performance, every 2027 Ascent is equipped with a 2.4-liter turbocharged SUBARU BOXER engine delivering 260 horsepower and 277 lb-ft of torque, paired with a Lineartronic CVT with an 8-speed manual mode and paddle shifters.

Standard Subaru Symmetrical All-Wheel Drive, X-MODE with Hill Descent Control and up to 5,000 pounds of towing capability reinforce the versatility and capability of the Ascent. For added confidence while towing, standard Trailer Stability Assist detects trailer sway and applies braking to individual wheels as needed to help maintain control.

NEW CONVENIENCES

The 2027 Ascent adds new technologies designed to improve everyday convenience and passenger comfort. A new interior light OFF switch allows drivers to disable door-activated interior lighting with a single touch, preventing the lights from turning on when doors are opened or closed and minimizing disruptions to sleeping passengers in the back seats.

Also new are USB Type-C charging ports, added alongside Type-A outlets to improve charging performance and device compatibility. The ports are located near the third-row seats and feature protective covers for added safety.

Limited and higher trims add a new LED rear gate lamp. When the rear gate is open, the lamp illuminates the cargo area, making nighttime loading, unloading and outdoor activities easier.

SAFETY

Building on its strong safety performance, the Ascent earned a 2026 Top Safety Pick+ rating from the Insurance Institute for Highway Safety and has received IIHS Top Safety Pick recognition for nine consecutive years.

All 2027 Ascent trim levels are equipped with standard EyeSight Driver Assist Technology, including a Wide-Angle Mono Camera and Emergency Stop Assist, as well as Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert, Reverse Automatic Braking and Automatic Emergency Steering. The DriverFocus Distraction Mitigation System is included on Limited, Limited Bronze Edition, Touring and Onyx Edition Touring trims.

TRIM LEVELS

Designed with families in mind, the Ascent Premium includes 19 cupholders, USB-A and USB-C ports across every row, raised roof rails and a power rear gate for easy loading when hands are full of groceries, gear or luggage. An 11.6-inch Subaru Multimedia Plus touchscreen with wireless Apple CarPlay and Android Auto is standard, along with heated front seats in black StarTex upholstery, an 8-way power driver's seat, a heated leather-wrapped steering wheel, dual-zone front climate control with automatic rear climate control, black-finish 18-inch alloy wheels and LED fog lights.

The Ascent Limited adds heated second-row outboard seats, a 12-way power driver's seat with memory, a 4-way power front passenger seat, rear-seat sunshades and 20-inch alloy wheels. Technology features include a Harman Kardon speaker system, an 11.6-inch Multimedia System with Navigation, Surround View Monitor and Cabin Connect, which projects the driver's voice to rear passengers.

The Limited Bronze Edition returns with bronze-finish 20-inch alloy wheels, bronze accents on the front grille and lower body cladding, and black StarTex upholstery with bronze stitching.

Offered exclusively as a seven-passenger model with second-row captain's chairs, the Ascent Touring features perforated Nappa leather-trimmed seating, ventilated front seats, dark woodgrain trim, ambient interior lighting and a 120-volt power outlet in the cargo area. The Onyx Edition Touring adds 20-inch black-finish alloy wheels, a gloss-black grille, black window molding and a steering wheel with green contrast stitching.

BY THE NUMBERS

Base price: $40,795
Wheelbase: 113.8 in.
Length: 196.8 in.
Width: 76.0 in.
Height: 71.6 in.
Engine: 2.4L turbo boxer I-4, 260 hp, 277 lb-ft
Max towing: 5,000 lbs.

COLORS, ASSEMBLY

Daybreak Blue Pearl and Deepwater Blue Pearl are newly available. The Ascent is assembled at Subaru of Indiana Automotive in Lafayette, Indiana, along with the Crosstrek and Forester.

PRICING

The 2027 Ascent Premium starts at $40,795 in either seven- or eight-passenger form. The Limited is priced at $47,985, the Limited Bronze Edition at $49,095, the Touring at $51,165 and the Onyx Edition Touring at $51,995. Prices do not include a $1,545 destination and delivery charge. Subaru said the 2027 Ascent would reach retailers in summer 2026.