2027 SUBARU OUTBACK

Outback Lowers Its Prices

PRESS RELEASE

Subaru of America has announced pricing for its 2027 Subaru Outback lineup, including a new entry-level trim starting at $32,995. The new base model lowers the entry price for the Outback by $2,000 compared with 2026 and offers much higher content than previous base models, with no compromises in technology, capability or driver-assistance features.

Prices for the 2027 Outback lineup have also been adjusted, with the MSRP lowered by an average of $1,000 across most trim levels.

"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 chief operating officer of Subaru of America. "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 2027 Subaru Outback lineup now starts at $32,995, with a new entry-level model that includes a 12.1-inch touchscreen, EyeSight Driver Assist Technology and a power rear gate.

WHAT'S NEW

New for the 2027 model year, the Outback Limited XT adds Subaru's Highway Hands-Free Assist as standard equipment, along with Emergency Stop Assist with Safe Lane Selection, Highway Hands-Free Active Lane Change Assist, Pre-Curve Speed Control and Automatic Resume Assist. The Outback Wilderness offers these 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.

NEW BASE OUTBACK

The entry-level 2027 Outback is powered by a 2.5-liter, 180-horsepower SUBARU BOXER engine paired with a Lineartronic CVT and standard Subaru Symmetrical All-Wheel Drive. Like the rest of the lineup, it has X-MODE with Hill Descent Control, 8.7 inches of ground clearance and raised ladder-type roof rails with an 800-pound static load capacity.

Inside, the base Outback 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 60/40-split rear seats folded, the Outback offers plenty of room for gear. An all-weather package with heated front seats, heated side mirrors and a windshield wiper de-icer is standard.

The 12.1-inch Subaru Multimedia touchscreen offers wireless Apple CarPlay and Android Auto, and USB-A and USB-C chargers help keep devices powered. A 12.3-inch full digital instrument cluster can display normal gauges, turn-by-turn navigation, an EyeSight-focused view or a "calm" mode to minimize distraction. Dual-zone automatic climate control with physical controls is standard.

Outside, the base Outback rides on silver-finished 18-inch alloy wheels. A power rear gate with memory height is standard, and the entry-level model can tow up to 2,700 pounds when properly equipped.

UPPER TRIMS

The Outback Premium adds StarTex upholstery, a 10-way power driver's seat and a leather-wrapped steering wheel. An options package adds navigation, rain-sensing wipers, a power moonroof, a heated steering wheel and a wireless smartphone charger.

The Outback Limited adds leather upholstery with khaki contrast stitching, a 12-speaker Harman Kardon speaker system, navigation, an 8-way power passenger seat, heated rear seats and black-finish 18-inch wheels.

The Outback Touring adds Nappa leather upholstery, heated and ventilated front seats, a surround view monitor, a 12-way power driver's seat and an expanded suite of hands-free highway driving features.

TURBOCHARGED MODELS

The Outback Limited XT adds a turbocharged 2.4-liter SUBARU BOXER engine producing 260 horsepower and 277 lb-ft of torque, along with 19-inch black-finish wheels. The Touring XT, at the top of the lineup, combines the Touring's equipment with the turbocharged engine and 19-inch machine-finished wheels.

The off-road-focused Outback Wilderness pairs the turbocharged engine with 9.5 inches of ground clearance, electronically controlled adaptive dampers, Dual-Mode X-MODE, 17-inch matte black wheels, all-terrain tires and underbody protection. Wilderness-exclusive design elements include anodized copper accents and a unique grille and cladding.

BY THE NUMBERS

Base price: $32,995
Wheelbase: 108.1 in.
Length: 191.7 in.
Width: 74.0 in.
Height: 67.5 in.
Engine: 2.5L boxer I-4, 180 hp, 178 lb-ft

COLORS, ASSEMBLY

Geyser Blue and Sand Dune Pearl are exclusive to the Wilderness. The Outback is assembled in Gunma, Japan.

PRICING

The 2027 Outback starts at $32,995. The Premium is priced at $34,995, the Limited at $39,995, the Touring at $43,495, the Limited XT at $43,595, the Wilderness at $43,995 and the Touring XT at $46,595. Prices do not include a $1,545 destination and delivery charge. Subaru said the 2027 Outback would arrive at retailers nationwide in late 2026.