

Further Pursuing the Ideas of Outstanding Driving Performance to Provide the “Distinctive Subaru Experience”



Rd.9 Finland Rally in the 2008 WRC

“We remain unwavering in our commitment to Subaru automobiles.”

The fifth-generation Legacy marks a memorable milestone: the 20th anniversary of the model's launch. The first-generation Legacy blazed the trail and the “Grand Touring” concept has brought us to where we are today. The distinctive value of the Legacy rests in its ability to encapsulate the enjoyment of driving along your own chosen road, derived from an expansive sense of the freedom to drive anywhere you please that is intrinsic to cars. Underpinning this quintessential driving experience is Symmetrical AWD (combining a Boxer Engine with symmetrical all-wheel drive), Subaru's core technology. By arranging the main heavy components of the car in a straight line, including its horizontally opposed engine, the proprietary symmetrically positioned AWD layout enables our automobiles to deliver outstanding performance whatever the speed range and regardless of the road surface.

The new Legacy epitomizes “Grand Touring Innovation,” which provides all drivers and passengers with an enriching experience, while delivering eco performance and passenger enjoyment in addition to traditional driver fun. To embody this new value in the new Legacy, we incorporated the new Subaru DC³ (Subaru Dynamic Chassis Control Concept) Intelligent-Chassis and revamped the engine mount structure, switching from that of the Subaru 1000 and subsequent models to cradle-type mounts. Changing to a structure where the engine and transmission are attached directly to the body, we mounted the engine and transmission by means of a cradle-shaped frame, thereby reducing vibration and noise and also improving ride comfort and collision safety. In addition, the new Legacy features the newly developed CVT (Continuously Variable Transmission), “Lineartronic”, to provide an enriching experience. Furthermore, we paid particular attention to environmental considerations, including actual fuel efficiency and lower gas emissions.

Based on the premise that taking driving to the limit would serve to make its cars safer, Subaru competitively participated in the top category of the FIA World Rally Championship (WRC) over a period that spanned 19 years. The principal reasons for this participation were that we wanted to hone our technological expertise through competition against the world's leading teams, raise brand awareness and reinforce our image globally. We entered our first-generation Legacy in the 1990 WRC. The Legacy became the first Group N car ever to complete the Safari Rally, thereby taking the class championship. Between 1991 and 1997, Subaru continued its winning streak in the Safari Rally, claiming four consecutive Group N championships. At the Rally of New Zealand in 1993, Subaru clinched the overall championship. Even after the Legacy was superseded by the Impreza, Subaru won three year consecutive Manufacturers' Champion, from 1995 to 1997, and captured the Drivers' Champion in 1995, 2001 and 2003. This stellar performance greatly enhanced Subaru's brand value, the know-how gained from the WRC being fed back and utilized in the development of our volume-production road vehicles. Due to two factors—the achievement of the three principal reasons behind entering the WRC, and the drastically changing business environment brought about by rapidly changing global economic conditions—Subaru ended its WRC involvement at the end of the 2008 season to make more efficient use of its business resources and to protect and strengthen the Subaru brand.

Nevertheless, we remain unwavering in our commitment to Subaru automobiles. Subaru will achieve an optimal blend between a comfortable and reliable new driving style and environmental responsibility by creating automobiles with appeal that allow drivers and passengers to savor the pleasures of driving with a heightened sense of security.

