



Dream bigger.

When you're ready for life's next big adventure, the 2024 Ascent is ready to take you to new heights. It's the largest and most versatile Subaru ever, with three rows and seating for up to eight¹. It's packed with advanced technologies, from active safety systems to entertainment features. And you'll always drive with confidence, thanks to legendary Subaru quality, durability and reliability.



Fit a lifetime of memories.

With up to 4338 litres of passenger space¹ and a multitude of seating options, the three-row Ascent welcomes everyone. The standard second-row bench provides seating for up to eight², while the available second-row captain's chairs give you easy access to the third row while seating up to seven. Choose the Ascent Onyx Edition for an interior that marries style and function, featuring unique black accents and durable soft-touch all-weather seating surfaces. It's where the journeys—and the great stories—begin.

1 Spacious & Comfortable Cabin

All three rows of the Ascent enjoy generous amounts of space, quality materials, excellent visibility and incredible quietness.

2 Rear-seat Climate Controls

There are three separate climate control zones, including air vents in each row. And heated and ventilated front seats², second-row heated seats² and rear-seat climate controls² are all available so you can customize the level of comfort in each row.

 $1\ 4253\ litres\ with\ optional\ power\ moonroof.\quad 2\ Availability\ varies\ by\ trim\ level.$ See your Subaru dealer for details.











Right-sized for your day as well as your destination.

Whatever the size or shape of your journey, the Ascent is ready. It offers nine different seating configurations, thanks in part to its two rows of flat-folding seats. There's also up to 2140 litres of cargo space¹ and under-floor storage if you need it. And thoughtful details like the power tailgate with lock switch², standard raised roof rails and 19 cup and bottle holders mean the Ascent can take on whatever your day demands.









Get ready for the "Can you help me move?" texts.

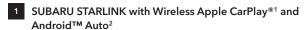
With two rows of 60/40-split flat-folding rear seats, the Ascent is designed to accommodate passengers and cargo alike. Regardless of the configuration, multiple seating options help you create the space you need—whether you're taking a weekend trip, doing a weekday errand or being your friend's personal moving company.





"Are we there yet?" said no one.

Family time is quality time, and the Ascent helps make it exceptional. SUBARU STARLINK® smartphone integration includes wireless Apple CarPlay®¹ and Android™ Auto² functionality along with an 11.6-inch touchscreen for seamless connectivity. The available TomTom®³-powered navigation system keeps you on the right path. And the available 792-watt-equivalent Harman Kardon®⁴ 14-speaker surround sound system offers a crisp, authentic listening experience.



Connect as soon as you step in, thanks to wireless Apple CarPlay®¹ and Android™ Auto². Voice recognition capabilities allow for hands-free use, keeping everybody safe while reducing distractions when you're on the road.

2 Surround View Monitor⁵

For greater awareness and peace of mind, an easy-to-use Surround View Monitor provides a clear, all-around view.

3 Multifunction Display

As part of the 11.6-inch touchscreen, this easy-to-use display is conveniently located in your sight line to help you safely monitor your vehicle's performance and efficiency. It's also where you can operate X-MODE® and see other important information about your vehicle and your trip.



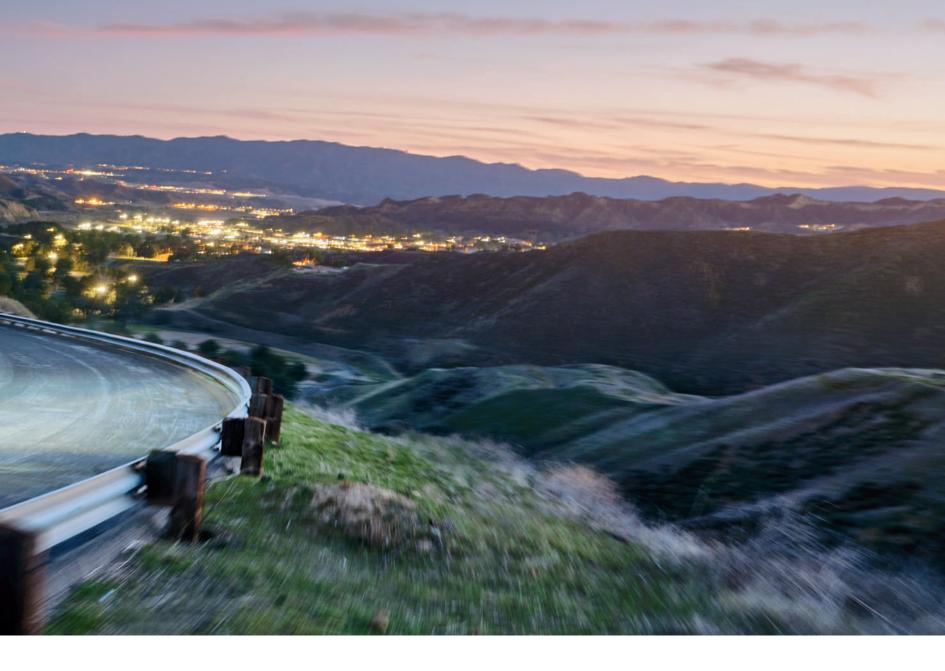






Your dream destination is more real than ever.

The Ascent is more than capable of getting big groups to the bigger outdoors, thanks to a combination of proven core technologies and the latest in all-road/all-weather performance systems. It features a Direct Injection Turbocharged (DIT) 2.4L SUBARU BOXER® engine paired with our legendary Subaru Symmetrical Full-Time All-Wheel Drive. The Subaru Global Platform (SGP) uses high-strength steel to offer excellent crash protection along with a quiet, comfortable ride. And because the Ascent can tow up to 2270 kg¹, has 220 mm of ground clearance and features dual-function X-MODE® with Hill Descent Control², you have more destination options to consider.





X-MODE with Hill Descent Control

With its intuitive design, X-MODE helps you safely navigate terrain with maximum confidence. An available dual-function version of the X-MODE system lets you switch between two specifically designed settings: one for snow and dirt and another for deep snow and mud. For challenging descents, Hill Descent Control provides constant, controlled momentum down steep hills so the driver can focus more on steering and less on braking.



An extra set of eyes every time you drive.

The Ascent features EyeSight® Driver Assist Technology¹, a set of systems designed to watch the road ahead, alert you and even intervene if necessary. The latest version of EyeSight includes Automatic Emergency Steering², which can help you avoid a collision by providing steering and pre-collision braking support if it determines there's enough space in the lane of travel to intervene.



¹ EyeSight® is a driver assist technology, which may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors such as vehicle maintenance, weather and road conditions. The Pre-Collision Braking System is designed to provide automatic braking that either prevents a collision or reduces the severity of a frontal impact. Pre-Collision Throttle Management is designed to reduce acceleration and minimize the severity of certain frontal impacts. Lane Centring Assist is designed to assist the driver and is not a substitute for safe and attentive driving. Lane centring function operates only when used in conjunction with Adaptive Cruise Control. The Lane Departure and Sway Warning, and Lane Keep Assist operate only when the lane markings are visible, and its effectiveness depends on many factors. See Owner's Manual for complete details on system operation and limitations. 2 Availability varies by trim level. See your Subaru dealer for details. 3 The DriverFocus® Distraction Mitigation System is a driver recognition technology designed to alert drivers if their attention to the road wavers or if the driver's face appears to turn away. The driver is always responsible for safe and attentive driving. System effectiveness may be affected by articles of clothing worn on the head or face. See Owner's Manual for complete details on system operation and limitation.

Pre-Collision Braking¹

A driver ahead unexpectedly hits the brakes or cuts you off. EyeSight warns you, applies brakes and, at lower speeds, can even help you stop your Ascent.





Adaptive Cruise Control with Lane Centring Assist¹

Automatically keeps you centred in your lane, at a safe distance behind the car in front of you–even in traffic and around curves.

Lane Departure and Sway Warning with Lane Keep Assist¹

You accidentally drift to the edge of your lane and begin to cross into another. EyeSight watches for lane markers and chimes to warn you, and it can even apply gentle steering inputs to help keep you in your lane.





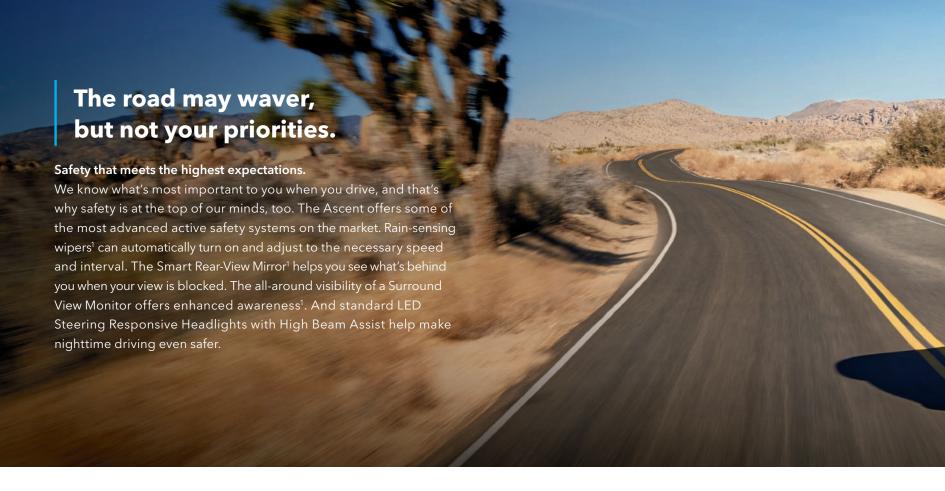
Pre-Collision Throttle Management¹

Can reduce your engine power to help give you more time to react and to help minimize the possible impact force and frontal impact damage.





Subaru is taking on one of the biggest issues in the automotive industry: distracted driving. The Ascent features an award-winning, state-of-the-art safety system that helps reduce distracted driving for both new and experienced drivers. Working with EyeSight Driver Assist Technology¹, DriverFocus^{®2,3} is like having an attentive co-pilot along for the ride, ready to give a helpful alert if a driver becomes distracted or drowsy.





Blind-Spot Detection

Using radar sensors, Blind-Spot Detection^{1,2} warns you with a visual indicator on your side mirror if the system detects a vehicle in your blind spot. Another feature of this system, Lane Change Assist, alerts you with a flashing indicator on your side mirror if it senses a vehicle approaching at a higher speed in a neighbouring lane.



Rear Cross-Traffic Alert

Rear Cross-Traffic Alert^{1,2} uses radar sensors to help warn you of traffic approaching from the side as you are backing up, utilizing a flashing visual indicator on your side mirror and Rearview Camera display as well as an audible warning.

¹ Availability varies by trim level. See your Subaru dealer for details. 2 Blind-Spot Detection, Lane Change Assist and Rear Cross-Traffic Alert are systems designed to assist the driver by monitoring the rear and side areas of the vehicle during a lane change or reversing and are not a substitute for safe and attentive driving. 3 The Reverse Automatic Braking System is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as vehicle maintenance, weather and road conditions. Always exercise caution and use vehicle mirrors and the Rearview Camera when backing up. See Owner's Manual for complete details on system operation and limitations. 4 Activation with subscription required.





Reverse Automatic Braking

Reverse Automatic Braking^{1,3} can detect objects directly behind your vehicle when backing up at a low speed and can help bring the Ascent to a stop should an object be detected within its range and the driver fails to act. There's also the Rearview Camera to help you keep an eye out.



SUBARU STARLINK® Connected Services

The Ascent features next-generation SUBARU STARLINK® Connected Services technology^{1,4}, bringing you added safety, security and convenience. It can alert a first responder in an emergency, help police locate your vehicle if it's stolen and more. And to get you started, new Ascent drivers enjoy a free three-year SUBARU STARLINK® Connected Services subscription, which includes Advanced Automatic Collision Notification, Enhanced Roadside Assistance, SOS Emergency Assistance and more.

Passive Safety

Ring-shaped Reinforcement Frame

The Ring-shaped Reinforcement Frame strengthens the passenger cabin's roof, doors, pillars and floor. This design helps divert and dissipate impact energy away from the occupants in a collision by the use of high-strength materials and strategic placements. While making it stronger with increased torsional rigidity, the overall frame is still lightweight.





 $\label{eq:Actual model trim may vary.} Actual model trim may vary.$

Active Safety

Visibility

With a commanding perspective and front and rear visibility at the top of its class, the Ascent keeps the driver aware and at ease on narrow roads and in tight spaces. Blind spots are kept to a minimum with well-positioned A-pillars and integrated partition windows. The side mirrors have also been placed onto the door panels, creating a remarkably open field of view.

Seats, Seatbelts and SRS¹ Airbags

Standard on the Ascent are front SRS¹ airbags, a driver's knee SRS¹ airbag and front-side and curtain SRS¹ airbags. Height-adjustable front seatbelts feature pretensioners to hold passengers firmly in place, and load limiters ease peak forces to the chest. A passenger seatbelt indicator and chime lets you know which passengers are not yet buckled. In a rear collision, front seats utilize rigid frames, firm headrests and such details as energy-absorbing mounting of the inner seat springs—all to help reduce the chance of whiplash.

Pedestrian Protection

Shock-absorbing space within the vehicle helps reduce pedestrian injury, as do an energy-absorbing front bumper and a specially designed area around the windshield wipers.

Cabin-protecting Layout

Every Subaru goes above and beyond common practice when it comes to your safety. In the event of a head-on collision, your Ascent's SUBARU BOXER® engine and gearbox are designed to slide under the vehicle, absorbing crash force in the process.

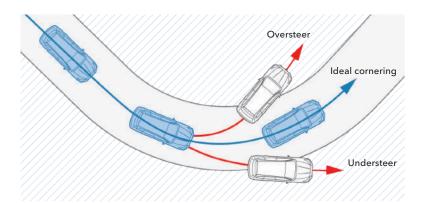


Braking System

The standard 4-wheel disc Anti-lock Braking System (ABS) with Electronic Brake-force Distribution helps redistribute braking power where you need it among all four wheels, while the Brake Assist and Brake Override systems help provide enhanced control in emergency braking situations. There's also the Auto Vehicle Hold system, which helps prevent rollback when starting from a stop on any slope.

Vehicle Dynamics Control

Vehicle Dynamics Control monitors and analyzes whether the vehicle is following the driver's intended course via an array of sensors. If a tire slips or a high-speed turn causes the vehicle to veer off its intended path, the AWD torque distribution, engine output and brakes at each wheel are adjusted to assist in keeping the vehicle on course.



2024 Ascent | Features & Dimensions

LED Steering Responsive Headlights (SRH)



Panoramic Glass Sunroof¹



SUBARU STARLINK® with Wireless Apple CarPlay®2 and Android™ Auto³





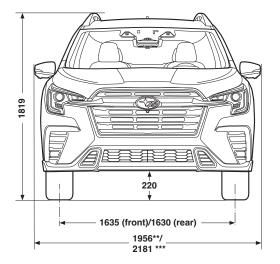
Third-row USB Ports⁴



Second-row Automatic Climate Control¹



Ventilated Front Seats⁵

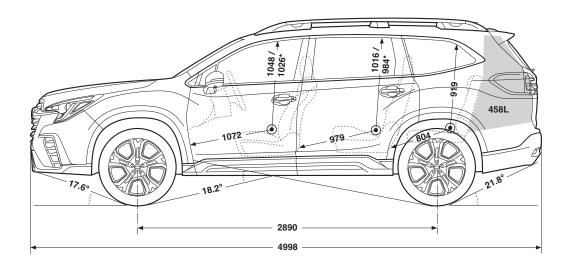


- Measurements in millimetres unless specified.

 * With available panoramic glass sunroof.

 ** With mirrors folded.

 *** With mirrors. 2181 with mirrors with integrated turn signals.



2024 Ascent | Trim Levels



Convenience

- 260-hp 2.4-litre 4-cylinder Direct Injection Turbocharged (DIT) SUBARU BOXER® engine
- Subaru Symmetrical Full-Time All-Wheel Drive with X-MODE® with Hill Descent Control
- Lineartronic® CVT with Active Torque Vectoring
- EyeSight® Driver Assist Technology⁶
- LED Steering Responsive Headlights (SRH) with High Beam Assist (HBA)
- 18-inch aluminum-alloy wheels with silver finish
- Raised roof rails
- Privacy glass
- 8-way power-adjustable driver seat
- Heated front seats
- Second-row bench seat (8 passengers)
- Cloth upholstery
- Rear Seat Reminder
- Auto-up/down driver and front-passenger power windows
- 4 USB ports
- Tri-zone automatic climate control system
- Cabin-view mirror
- LED dome and cargo lights
- 19 cup and bottle holders
- Front and rear passenger seatbelt warning light and chime
- 11.6-inch tablet-style infotainment system with highresolution touchscreen display, wireless Apple CarPlay®2 and Android™ Auto³, STARLINK® smartphone integration³, 6 speakers, USB-A and USB-C input ports control, auxiliary audio input, steering wheel-integrated controls, Bluetooth®® mobile phone connectivity with voice activation and Bluetooth®® streaming audio, and SiriusXM® capabilitv°



Touring

Includes Convenience key features and adds/upgrades:

- 2270 kg towing capacity
- 18-inch aluminum-alloy wheels in grey with machine finish
- Power tilting and sliding panoramic glass sunroof
- Body-colour side mirrors with integrated turn signals
- Power tailgate with lock switch
- LED fog lights
- Spill-resistant premium cloth upholstery
- Leather-wrapped heated steering wheel
- Leather-wrapped shift lever handle
- Proximity key with push-button start
- Reverse Automatic Braking¹⁰
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert¹¹
- Second-row automatic climate control
- One-touch interior lighting
- SUBARU STARLINK Connected Services (free 3-year trial subscription included)¹²
- Optional second-row captain's chairs (7 passengers)



Limited

Includes Touring key features and adds/upgrades:

- Dual-function X-MODE
- 20-inch aluminum-alloy wheels in dark grey with machine finish
- Lower door cladding with chrome accents
- Leather-trimmed upholstery
- 12-way driver/4-way front-passenger power seats
- Two-position driver seat memory
- Driver seat adjustable thigh support
- Heated outboard rear seats
- Harman Kardon®13 14-speaker surround sound system
- Second-row retractable sunshades
- DriverFocus® Distraction Mitigation System¹⁴
- 6 USB ports
- 11.6-inch tablet-style infotainment system with highresolution touchscreen display, GPS navigation, wireless Apple CarPlay®² and Android™ Auto³, STARLINK smartphone integration³, USB-A and USB-C input ports control, auxiliary audio input, steering wheel-integrated controls, Bluetooth®® mobile phone connectivity with voice activation and Bluetooth®® streaming audio, and SiriusXM® capability²
- Optional second-row captain's chairs (7 passengers)



Onvx Edition

Includes Touring key features and adds/upgrades:

- Dual-function X-MODE
- Second-row captain's chairs (7 passengers)
- 20-inch aluminum-alloy wheels in dark metallic finish
- Crystal Black Silica grille and surround
- Crystal Black Silica front bumper air ducts
- Black window trim surround
- Crystal Black Silica side mirrors with integrated turn signals, tailgate trim and roof spoiler
- Black badging with unique Onyx Edition badge
- Soft-touch all-weather upholstery with contrast green stitching
- Black interior accent trim appearance



Premier

Includes Limited key features and adds/upgrades:

- Second-row captain's chairs (7 passengers)
- Heated and ventilated front seats
- Woodgrain-patterned matte finish accent trim
- 120-volt AC power outlet
- Smart Rear-View Mirror
- Surround View Monitor
- Rain-sensing wipers
- Power-folding satin chrome side mirrors with integrated turn signals
- Chrome door handles
- Brown or Black Nappa Leather upholstery
- Upgraded leather steering wheel

For a detailed list of specifications, features, accessories and model comparisons, please visit Subaru.ca or your nearest authorized Subaru Dealer.

1 Not available on Convenience trim. 2 Apple CarPlay® is a registered trademark of Apple Inc.† 3 Android™ is a trademark of Google LLC†. 4 Limited and Premier models only. Not available on Convenience, Onyx Edition and Touring trims. 5 Premier models only. Not available on Convenience, Onyx Edition and Touring and Limited trims. 6 EyeSight® is a driver assist technology, which may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors such as vehicle maintenance, weather and road conditions. See Owner's Manual for complete details on system operation and limitations. 7 Compatible smartphone and applications required. Data provided by smartphone is displayed on the audio system screen. Some provinces prohibit the operation of handheld electronic devices while operating a vehicle. Smartphone apps should be launched only when vehicle is safely parked. Aha™ is a trademark of Harman International Industries, Inc. Your wireless carrier's rates may apply. 8 Bluetooth® is a registered trademark of Bluetooth SiG, Inc., America. 9 Activation and required monthly subscription sold separately. Includes 3-month free trial subscription. See your Subaru dealer for details. SiriusXM logo, channel names and logos are trademarks of Sirius XM Radio Inc. and are used under licence by Sirius XM Canada Inc. Subscriptions to SiriusXM Canada are subject to the SiriusXM Canada Customer Agreement and other terms & conditions. SiriusXM Collects, uses and discloses your personal information according to its Privacy Policy. 10 The Reverse Automatic Braking System is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as vehicle maintenance, vehicle speed, weather and road conditions. Always exercise caution and limitations. 11 Blind-Spot Detection, Lane Change Assist and Rear Cross-Traffic Alert are systems designed to assist the driver by monitoring the rear and side areas of the vehicl

2024 Ascent | Colours

Exterior Colours





Crystal White Pearl

Autumn Green Metallic







Magnetite Grey Metallic



Crystal Black Silica

Seat Material



Black Cloth (BC)



Black Premium Cloth (BPC)



Grey Soft-touch All-weather Upholstery (GST)



Black Leather (BL)



Brown Nappa Leather (BRL)



Black Nappa Leather (BNL)

Colour Combinations	Convenience	Touring	Onyx	Limited	Premier
Crystal White Pearl	ВС	BPC	GST	BL	BRL or BNL
Autumn Green Metallic	-	BPC	GST	BL	BRL or BNL
Cosmic Blue Pearl	_	BPC	GST	BL	BRL or BNL
Magnetite Grey Metallic	ВС	BPC	GST	BL	BRL or BNL
Crystal Black Silica	ВС	BPC	GST	BL	BRL or BNL



Subaru Warranties

Every Subaru vehicle is designed and built to offer our customers the highest possible level of quality and reliability. We are proud of our vehicles and proud to stand behind them with a comprehensive warranty. For 2024 model-year vehicles, the warranty on all Subaru vehicles consists of the following:

New Vehicle Limited Warranty (36 month/60,000 km) — Covers basic and major components for 36 months or 60,000 km.

Major Component Limited Warranty (60 month/100,000 km) – Extends coverage of major components (more than just powertrain) up to 60 months or 100,000 km.

Surface Corrosion Limited Warranty (36 month/60,000 km) – Covers surface corrosion to visible painted body panels for 36 months or 60,000 km.

Anti-Perforation Limited Warranty (60 month/unlimited km) - Covers perforation due to corrosion to body sheet metal panels for 60 months, regardless of kilometres.

Emission Control System Limited Warranty – Covers some emissions components for 36 months or 60,000 km and the major parts of the emission control system for 96 months or 130,000 km.

Parts and Accessories Limited Warranty – Covers Subaru parts and accessories installed by the Subaru dealer prior to retail delivery of the vehicle for 36 months or 60,000 km, and Subaru parts and accessories installed by the Subaru dealer after the retail delivery of the vehicle for 12 months or 20,000 km from the date of the installation.

The above information is an overview of warranty coverage and is not a warranty statement. If you wish to see more details regarding Subaru warranties, please refer to your Subaru warranty booklet, contact your local Subaru dealer or visit our Web site at subaru.ca.

Subaru 360 C.A.R.E. Program (36 months/unlimited km)

Access to dedicated Subaru 360 C.A.R.E. (Customer Assistance for Roadside Emergencies) Roadside Assistance Services, which includes access to 1,000 CAA and AAA offices throughout Canada and the United States. In addition to towing, coverage also includes Fuel Delivery, Battery Boost, Flat Tire Service, Lock-Out Service, Trip Accident & Mechanical Breakdown Assistance Service, Winching and Extrication Service, Personalized Trip Planning and Routing, Theft and Hit-and-Run Reward, and Arrest Bond Certificate.

The above information is an overview of services. If you wish to see more details regarding Subaru 360 C.A.R.E., please visit our Web site at subaru.ca.

Subaru Protection Plan

As a Subaru owner, you have expectations for a pleasurable, trouble-free ownership experience – now and into the future. Once your 36-month/60,000-km New Vehicle Limited Warranty period ends¹, our Subaru Protection Plan (SPP) – the only vehicle service contract endorsed by Subaru Canada for Subaru vehicles – can prolong your hassle-free ownership experience with three levels of extended service contract coverage tailored to your needs: Powertrain Protection; Major Protection; or Complete Protection (best level of coverage to complement the 60-month/100,000-km Major Component Limited Warranty). SPP offers comprehensive mechanical and electrical coverage and a number of additional features and benefits, such as Roadside Assistance and Alternate Transportation, for up to 7 years or 160,000 kilometres from your vehicle's in-service date. Whether your vehicle is purchased or leased, SPP protects you and your investment. Be sure to ask your Subaru dealer for details or visit subaru.ca. 1 If you already own a Subaru vehicle and it is still within the 36-month/60,000-km New Vehicle Limited Warranty period, you are still eligible for SPP.

Subaru vehicles are uniquely designed to get out there more and to leave less behind. We build our vehicles for maximum longevity, because more time spent on the road equals less time spent in junkyards and landfills. In fact, 96% of Subaru vehicles sold in Canada over the last 10 years are still on the road today¹. You'll also find very little waste created in the production of a Subaru. Many of our vehicles are built in the Subaru of Indiana Automotive, Inc., (SIA) factory, which was the first manufacturing facility in the U.S. to achieve zero-landfill status. Other Subaru facilities around the world now achieve similar goals in helping to preserve the environment. Respect for our surroundings is yet another way that Subaru vehicles help to build driver confidence for the road ahead.

1 Based on IHS Markit Vehicles in Operation as of June 30, 2022 for Model Years 2013 to 2022 vs. Total New Registrations of those vehicles.



For a detailed list of specifications, features, accessories and model comparisons, please visit Subaru.ca or your nearest authorized Subaru Dealer.

The Supplemental Restraint System (SRS airbags) affords the driver and passenger additional protection in some collisions. This system provides supplemental protection only, and seatbelts must be worn in order to avoid injuries to out-of-position occupants upon airbag deployment. The combination of SRS and seatbelts provides the best protection in a serious accident. All illustrations, specifications, features and photographs contained in this brochure are based on product information available at the time of its printing and may not be completely accurate following its publication. For the most up-to-date and detailed product information, log on to www.subaru.ca. Colours shown may vary due to reproduction variations in the printing process, and some vehicle parts cannot be shown in certain photographs. Subaru Canada, Inc. reserves the right to discontinue or make changes at any time, without notice or incurring obligations, to colours, materials, equipment, accessories, features, specifications and models, or to change their prices. Some models shown may be from international markets and are not available in Canada; may be shown with equipment or accessories that are optional (at extra cost) or available only in certain combinations; or may be subject to product delays or not be available in Canada. Please visit subaru.ca for the latest information and specifications. For complete details on product updates and warranties, please contact your Subaru dealer. Ascent, BRZ, Crosstrek, Forester, Impreza, Legacy, Outback, Solterra, WRX, STI, DriverFocus, EyeSight, Lineartronic, X-MODE, STARLINK, Subaru, and SUBARU BOXER are registered trademarks of SUBARU CORPORATION. Android^{7M} is a trademark of Google LLC¹. Apple CarPlay®¹ and iPod® are registered trademarks of Apple Inc. Bluetooth® is a registered trademark of Bluetooth SIG, Inc., America. Harman Kardon® is a registered trademark of TomTom® is a registered trademark of TomTom International B.V. SiriusXM® and the SiriusXM logo, channel names and logos are tradema

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