



Ron Kiino
Product Communications Manager
856.488.3092
rkiino@subaru.com

Jessica Tullman
Product Communications
310.352.4400
jtullman@subaru.com

Charles Ballard
Product & Technology Communications
856.488.8759
cballard@subaru.com

FOR IMMEDIATE RELEASE

SUBARU OF AMERICA ANNOUNCES PRICING ON 2020 CROSSTREK SUV

- New model pricing starts at just \$250 over last year
- Standard EyeSight Driver Assist Technology on models with Lineartronic CVT
- Rear Seat Reminder available across Crosstrek line
- Automatic door locks standard
- Automatic Climate Control standard
- Auto Start-Stop system standard on models with CVT
- CVT models include SI-Drive powertrain performance management system
- Magnetite Gray Metallic replaces Dark Gray Metallic
- Pure Red replaces Venetian Red Pearl

Camden, N.J. – Subaru of America, Inc. announced pricing on the 2020 Crosstrek compact SUV. For 2020, all Crosstrek models equipped with Lineartronic® CVT come standard with the award-winning Subaru EyeSight® Driver Assist Technology, Auto Start-Stop and SI-Drive. Also new for 2020 is the available Rear Seat Reminder, designed to help prevent child or pet entrapment by alerting the driver to check the rear seat before exiting the vehicle.

The 2020 Crosstrek is offered in three trim levels – Base, Premium, and Limited, and pricing starts at \$22,145, a \$250 increase from the previous year. The SUV arrives in Subaru retailers this fall.

With safety as Subaru's top priority, EyeSight Driver Assist Technology is now standard on all 2020 Crosstrek models with Lineartronic CVT (continuously variable transmission). EyeSight Driver Assist

Technology includes Automatic Pre-Collision Braking and Throttle Management; Lane Keep Assist; Lane Departure and Sway Warning; and Lead Vehicle Start Alert.

Crosstrek has been named an Insurance Institute for Highway Safety (IIHS) *TOP SAFETY PICK+* for five years running (2015–2019)*.

All 2020 Crosstrek models include seven airbags including driver and front passenger frontal airbags, side curtain airbags and side pelvis/torso airbags as well as a driver's knee airbag.

The 2020 Crosstrek is equipped with standard Subaru Symmetrical All-Wheel Drive, Active Torque Vectoring and 2.0-liter 4-cylinder SUBARU BOXER® engine that delivers 152-hp and 145 lb-ft of torque. Base and Premium trim levels are offered as either a 6-speed manual or Lineartronic CVT. The 6-speed manual transmission models have a fuel economy of 22 city and 29 highway, with a combined 25 miles per gallon. The CVT models achieve 27 city and 33 highway, averaging a combined 30 MPG.

Crosstrek models equipped with the CVT feature X-MODE and Hill Descent Control for enhanced performance in low-friction and off-road conditions. Also standard on CVT models is driver-selectable SI-DRIVE, which is a powertrain performance management system that allows the driver to tailor the vehicle's throttle characteristics by choosing between "Intelligent" and "Sport" modes. "Intelligent" mode helps smooth out accelerator inputs for fuel saving, while "Sport" mode tunes the throttle to emphasize performance. For Premium and Limited trims, the CVT features an 8-speed manual mode function with steering wheel paddle shifters that allow the driver to control the transmission via eight pre-set ratios.

The 2020 Crosstrek combines a bold design and highly capable chassis with 8.7-in of ground clearance for versatility in both off-road and city driving. The fun-to-drive SUV comes with an array of standard features including the SUBARU STARLINK™ 6.5-inch Multimedia system with touchscreen; Android™ Auto and Apple CarPlay™; power windows with auto up/auto down on both driver and passenger sides; 60/40-split fold-down rear seat; power door locks and side mirrors; multi-function display with fuel economy information; tilt and telescoping steering column; keyless entry; security system with engine immobilizer; carpeted floor mats and more. New for 2020, Automatic Power Door Locks with Collision Detection Unlock Function and Automatic Climate Control are standard on all trim levels.

The Base trim also comes equipped with 17-inch alloy wheels in black with machine finish, roof rails and black side cladding. The interior has black simulated carbon fiber finish on the center dash panel as well as the front and rear door panels, in addition to a standard gloss black rear roof spoiler.

The entry-level Crosstrek with Lineartronic CVT is priced at \$23,495 and includes standard EyeSight Driver Assist Technology, Rear Seat Reminder, high-grade combination meter with 4.2-inch color LCD, Tire Pressure Monitoring System with Automatic Individual Wheel ID Registration and SI-DRIVE.

Equipped with a standard 6-speed manual transmission, the 2020 Crosstrek Premium starts at \$23,195. The Premium trim adds the STARLINK 6.5-inch Multimedia Plus; STARLINK Safety and

Security features; fog lights; All-Weather Package (heated front seats, windshield and exterior mirrors); body-color exterior mirrors; dual USB ports; On/Off automatic headlights linked to windshield wiper operation; and Welcoming lighting. The standard features on the Premium continue with a 6-speaker sound system, retractable cargo cover, cargo tray, leather-wrapped steering wheel and shifter handle, and more.

The Premium trim with Lineartronic CVT is priced at \$24,545 and adds 8-speed manual mode function with steering wheel paddle shifters, X-MODE with Hill Descent Control and SI-Drive. The mid-level trim also includes EyeSight Driver Assist Technology, Rear Seat Reminder, high-grade combination meter with 4.2-inch color LCD and Tire Pressure Monitoring System with Automatic Individual Wheel ID Registration.

A \$1,695 option package for Premium adds a Power Moonroof, Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert and Keyless Access with Push-Button Start. Building off this option package, a 6-way power driver's seat can be added for a total price of \$1,995.

The 2020 Crosstrek Limited continues as the top of the model line. Priced from \$27,395, standard features include Lineartronic CVT with X-MODE with Hill Descent Control; 18-inch alloy wheels in black with machine finish; and color-matched exterior mirrors with integrated turn signals. New for 2020, the Limited also comes with SI-DRIVE, Auto Start-Stop, Rear Seat Reminder and Tire Pressure Monitoring System with Automatic Individual Wheel ID Registration as standard.

The Limited is equipped with driver assist technology including EyeSight; Steering Responsive Headlights; High Beam Assist; Reverse Automatic Braking; and Blind Spot Detection with Lane Change Assist and Rear Cross Traffic Alert. The top-of-the-line trim also includes LED headlights (low and high beam) with Automatic Height Adjustment Control and distinctive "Konoji" LED daytime running lights. New for 2020, LED fog lights are standard.

The interior on the Crosstrek Limited features black or gray leather with orange stitching on seats, door armrests and instrument panel and a 6-way power driver's seat. Standard amenities include leather wrapped steering wheel and shifter, Keyless Access with Push-Button Start, STARLINK 8.0-inch Multimedia Plus system and high-grade multifunction display with color LCD.

An option package that includes Power Moonroof is available for \$1,000. Adding to this option, the STARLINK 8-inch Multimedia with Navigation powered by TomTom and Harmon Kardon® premium audio is available for a total of \$2,395.

SUBARU STARLINK In-Vehicle Technology provides hands-free connectivity and entertainment through the vehicle's multimedia or navigation system. All STARLINK Multimedia systems for Impreza offer a high-resolution touchscreen; smartphone integration with Apple CarPlay™, Android™ Auto and STARLINK apps; Bluetooth® hands-free phone and audio streaming connectivity; voice activated controls for phone and AM/FM stereo. The Base trim is equipped with the STARLINK 6.5-inch Multimedia system as standard. The 6.5-inch Multimedia Plus, standard on Premium, adds a single-disc CD player, SiriusXM All-Access Radio, SiriusXM Travel Link® (4-month free subscription), WIFI hotspot capability (subscription required) and HD Radio®. The 8.0-inch Multimedia Plus adds over-the-air updates and Near Field Communication to the list of features and is standard on

Limited. The top-of-the-line 8.0-inch Multimedia with Navigation adds voice-activated navigation powered by TomTom (3-year free over-the-air map updates), SiriusXM Traffic (3-year free subscription) and is optional for Limited.

Three STARLINK Safety and Security packages, available on Premium and Limited trims. The STARLINK Safety Plus Package includes SOS emergency assistance, enhanced roadside assistance, automatic collision notification, maintenance notifications, monthly vehicle health report and diagnostic alerts. For even greater peace of mind, the STARLINK Safety Plus & Security Plus Package adds remote engine start with climate control and heated seats, stolen vehicle recovery service, vehicle security alarm notification, remote lock/unlock, remote horn and lights; remote vehicle locator and parenting features including boundary, speed and curfew alerts. The STARLINK Concierge Package adds the convenience of in-vehicle assistance with restaurant and hotel reservations, purchasing tickets for sporting/theater events and scheduling service appointments.

* The 2019 IIHS Top Safety Pick+ applies to models with EyeSight and Steering Responsive Headlights.

2020 Crosstrek				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery
Base	6MT	01	\$22,145	\$23,155
Base	CVT	03	\$23,495	\$24,505
Premium	6MT	11	\$23,195	\$24,205
Premium	CVT	11, 12, 14	\$24,545	\$25,555
Limited	CVT	21, 22, 23	\$27,395	\$28,405

2020 Crosstrek Option Packages		
Code	Description	MSRP
01	Standard Model (6MT)	N/A
03	Standard Model (CVT)	N/A
11	Standard Model (6MT)	N/A
11	Standard Model (CVT)	N/A
12	Moonroof + Blind Spot Detection/ Rear Cross Traffic Alert +Keyless Access with Push-Button Start	\$1,695
14	Moonroof + Blind Spot Detection/ Rear Cross Traffic Alert +Keyless Access with Push-Button Start + Power Driver Seat	\$1,995
21	Standard Model	N/A
22	Moonroof	\$1,000

23	Moonroof + Navigation System + Harman Kardon Amplifier and Speakers	\$2,395
----	---	---------

Destination & Delivery is \$1,010 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,160 for retailers in Alaska.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a 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 production plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile production 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 has donated more than \$165 million to causes the Subaru family cares about, and its employees have logged more than 40,000 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](#), [Twitter](#), and [Instagram](#).

###