



# Media Information

Subaru Of America, Inc.  
One Subaru Drive  
Camden, NJ 08103  
Main Number: 856-488-8500

CONTACT: Dominick Infante  
(856) 488-8615  
[dinfante@subaru.com](mailto:dinfante@subaru.com)

## SUBARU ANNOUNCES PRICING ON ALL-NEW 2017 IMPREZA MODELS

- First Impreza built in the U.S.
- Sedan and 5-door Models offering up to 38mpg
- New Subaru Global Platform
- 2.0-liter Boxer Engine with Direct Injection
- Enhanced Safety, Comfort and Agility, priced \$100 over previous model

Cherry Hill, N.J., Oct 18, 2016 - Subaru of America, Inc. today announced pricing on the all-new 2017 Impreza sedan and 5-door models. The Impreza debuts the new Subaru Global Platform that is designed to deliver significantly higher levels of driving engagement, interior refinement, crash protection and ride comfort. As with previous generations, every Impreza is equipped standard with Subaru Symmetrical All-Wheel Drive and a SUBARU BOXER® engine. Pricing begins just \$100 over previous model year at \$18,395.

The 2017 Subaru Impreza will be offered in four trim levels: 2.0i, 2.0i Premium, 2.0i Sport and 2.0i Limited when it arrives at Subaru retailers. Models equipped with Subaru's Lineartronic® Continuously Variable Transmission will arrive late 2016 while 5-speed manual models will be available in early 2017.

The 2.0i starts with an extensive roster of standard features including a 6.5-inch multimedia touchscreen; Android Auto™ and Apple CarPlay™ compatibility, power windows with auto up/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; security system with engine immobilizer; carpeted floor mats; and more.

The \$21,195 Premium trim adds SUBARU STARLINK™ Safety and Security features, 16-inch alloy wheels, the All-Weather Package featuring heated front seats, windshield wiper de-icer, and heated exterior mirrors as well as automatic headlights. Premium 5-door Imprezas also feature standard roof rails (not available on 2.0i or 5-door Impreza 2.0i Sport). Stepping up to the Premium trim also brings wider option availability, including a power moonroof and driver assist technology systems.

The new Subaru Global Platform, together with the SUBARU BOXER® engine; Symmetrical All-Wheel Drive (AWD); and EyeSight® Driver Assist Technology, represent the brand's core technologies and constitutes the basic foundation of the next generation of Subaru vehicles. Impreza's new platform incorporates a redesigned structure with optimized cross sections and highly stiffened joints between sections to significantly enhance straight-line stability, agility, and ride comfort while suppressing noise, vibration, and harshness to a degree not seen in the compact class. Specifically, the

new platform increases rigidity of the unitized body structure by over 70 percent.

Taking full advantage of the new stiffer platform and more powerful engine, the Impreza 2.0i Sport, available in sedan and 5-door, delivers a more fun-to-drive performance feel thanks to exclusive suspension tuning, 18-inch machine-finish alloy wheels and Active Torque Vectoring. Subaru aimed for a new ride/handling balance benchmark in the compact segment. Sport models are priced from \$21,995.

Exclusive exterior styling and features setting the Impreza Sport apart include standard LED daytime running lights (DRL), black-finish front grille, body-color rocker panels, and turn signal side mirrors. The Impreza Sport 5-Door features gloss black rear gate trim, while the Sport Sedan has a rear trunk spoiler. Inside the Sport, unique black cloth upholstery is trimmed with red stitching, a motif that repeats for the steering wheel, gear shift, instrument panel, and door trim. The instrument panel incorporates exclusive Sport gauges and a Multi-Function Display.

The Sport comes well equipped, with upgrades over the Impreza Premium that include the SUBARU STARLINK™ 8.0-inch Multimedia system, and a new Harman/Kardon® premium audio system is available. Keyless Access & Push-Button Start, aluminum pedals, leather-wrapped steering wheel and shift handle, and a CVT shift boot round out the Sport's enhanced standard when equipped with CVT.

A revised version of the FB 2.0-liter 4-cylinder Boxer engine gains direct fuel injection and other enhancements to boost both performance (now 152-hp vs. 148 before) and drivability. In highline trims, the Lineartronic® CVT (continuously variable transmission) features a 7-speed manual mode function with steering wheel paddle shifters that allow the driver to control the transmission via seven pre-set ratios. The new Impreza continues to be one of the most fuel-efficient all-wheel-drive compact sedans in America offering up to 38mpg highway on CVT models. Manual transmission model and mpg will be available in early 2017.

<b>Impreza Model</b>	<b>City</b>	<b>Highway</b>	<b>Combined</b>
2.0i Sedan CVT	28	38	32
2.0i Sport Sedan CVT	27	36	30
2.0i 5-Door CVT	28	37	31
2.0i Sport 5-Door	27	35	30

Subaru designed the 2017 Impreza to provide even higher levels of safety than the outgoing model, which was named an IIHS TOP SAFETY PICK and a TOP SAFETY PICK+ (when equipped with available EyeSight). The new platform underpinning the 2017 Impreza improves crash energy absorption by 40 percent over present models.

The EyeSight system includes Adaptive Cruise Control, Automatic Pre-Collision Braking, Pre-Collision Throttle Management and Lane Departure and Sway Warning. Blind Spot Detection with Lane Keep Assist and Rear Cross Traffic Alert are also available. Also new are available Steering Responsive Headlights, which can illuminate curves as the vehicle steers into them, and High Beam Assist, which automatically activates and deactivates the high beam headlamps based on driving conditions. All 2017 Impreza models include, as standard equipment, front seat side impact airbags, side curtain airbags and a driver's knee airbag.

The 2017 Impreza adds additional driver-assist technologies, including Reverse Automatic Braking and the display of steering lines for the standard rear vision camera. Reverse Automatic Braking can apply the vehicle's brakes if an obstacle is detected while reversing. A new 4-way Tire Pressure Monitoring System can detect pressure drops at individual wheels.

Subaru has elevated the Limited trim for the 2017 Impreza into more luxurious territory. The exterior looks more upscale with LED headlights and distinctive "Konoji" LED daytime running lights (DRL) and standard 17-inch machine finished alloy wheels. Judicious use of exterior chrome trim and turn signal side mirrors add a touch of elegance.

Limited trim Imprezas begin at \$24,095.

The Limited's leather trimmed interior features contrast stitching on the door armrests and instrument panel, and the 6-way power driver's seat is the first ever in an Impreza. Standard amenities include an automatic climate control system, leather wrapped steering wheel and shifter, Keyless Access & Push-Button Start and 8-inch STARLINK Multimedia audio unit. The exclusive instrument panel features white gauge cluster illumination, and new Harman/Kardon® premium audio is available in the Impreza for the first time. Models equipped with EyeSight also include High Beam Assist. Lastly, the available navigation system now features maps provided by TomTom.

SUBARU STARLINK™ Multimedia systems offer the latest in digital music playing, Bluetooth® wireless capability, iPod® control, smartphone integration and more. The display screen acts as the display for the standard rear vision camera, and the top-level system includes navigation.

SUBARU STARLINK™ Connected Services comes with the Safety Plus package that offers SOS Emergency Assistance, Enhanced Roadside Assistance, Automatic Collision Notification, Maintenance Notifications, Monthly Vehicle Health Report, and Diagnostic Alerts. This package can be upgraded to the Safety Plus & Security Plus package that adds Stolen Vehicle Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Vehicle Locator.

<b>2017 SUBARU IMPREZA</b>				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery
<b>IMPREZA SEDAN MODELS</b>				
2.0i	5MT	'01	\$18,395	\$19,215
2.0i	CVT	'01	\$19,395	\$20,215
2.0i Premium	CVT	11,12,13,15	\$21,195	\$22,015
2.0i Sport	5MT	21,22	\$21,995	\$22,815
2.0i Sport	CVT	21,22,23	\$22,795	\$23,615
2.0i Limited	CVT	31,33,35	\$24,095	\$24,915
<b>IMPREZA 5-DOOR MODELS</b>				
2.0i	5MT	'01	\$18,895	\$19,715
2.0i	CVT	'01	\$19,895	\$20,715
2.0i Premium	CVT	11,12,13,15	\$21,695	\$22,515
2.0i Sport	5MT	21,22	\$22,495	\$23,315
2.0i Sport	CVT	21,22,23	\$23,295	\$24,115
2.0i Limited	CVT	31,33,35	\$24,595	\$25,415

<b>2017 SUBARU IMPREZA OPTION PACKAGES</b>	
CODE 01 Standard Model	N/A
CODE 11 Premium Model	N/A

CODE 12 Moonroof	\$1,000
CODE 13 EyeSight® +Blind Spot Detection & Rear Cross Traffic Alert +Steering Responsive Fog Lights	\$1,395
CODE 15 EyeSight® +Blind Spot Detection & Rear Cross Traffic Alert +Steering Responsive Fog Lights +Moonroof	\$2,395
CODE 21 Sport Model	N/A
CODE 22 Moonroof + Blind Spot Detection & Rear Cross Traffic Alert + Harman Kardon® Amplifier and Speakers	\$2,150
CODE 23 EyeSight® + Moonroof + Blind Spot Detection & Rear Cross Traffic Alert + Harman Kardon® Amplifier and Speaker	\$2,945
CODE 31 Limited Model	N/A
CODE 33 EyeSight® + Moonroof + Blind Spot Detection & Rear Cross Traffic Alert	\$2,495
CODE 35 EyeSight® + Moonroof + Blind Spot Detection & Rear Cross Traffic Alert + Navigation +Harman Kardon® Amplifier and Speakers	\$3,845
Destination & Delivery is \$820 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$970 for dealers in Alaska.	

#### **About Subaru of America, Inc.**

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 620 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. For additional information visit [media.subaru.com](http://media.subaru.com)