



Media Information

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SUBARU OF AMERICA ANNOUNCES PRICING ON 2019 IMPREZA SEDAN AND 5-DOOR MODELS

- New model pricing begins just \$100 over last year
- EyeSight® Driver Assist Technology available across model line
- Impreza achieves up to 38hwy MPG
- New STARLINK Multimedia Audio available
- Standard EyeSight®, Reverse Automatic Braking and High Beam Assist on Limited

Camden, N.J, Jul 6, 2018 - Subaru of America, Inc., which posted its 79th consecutive month of sales increases and best-ever June sales, today announced pricing on the 2019 Impreza sedan and 5-door models. Built on the Subaru Global Platform, every Impreza is equipped with Subaru Symmetrical All-Wheel Drive and a SUBARU BOXER® engine. Offered in four trim levels: 2.0i base, Premium, Sport and Limited, the 2019 Impreza arrives at Subaru retailers this Summer. The 2019 Impreza begins just \$100 over previous year at \$18,595.

All Impreza vehicles come with a 2.0-liter 4-cylinder Boxer engine with direct fuel injection with 152- hp. 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 2019 Impreza achieves up to 38 highway MPG and more than 450 miles on a full tank making it one of the most fuel-efficient all-wheel drive vehicles sold in the U.S..

The 2.0i CVT model now offers Subaru's award-winning EyeSight® Driver Assist Technology with high-grade instrument cluster with 4.2-inch color LCD, overhead console shower light and Tire Pressure Monitoring System with individual tire pressure display for \$845.

The Impreza offers an extensive roster of standard features including a 6.5-inch multimedia 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; security system with engine immobilizer; carpeted floor mats; and more.

A 4.2-in high grade LCD color combination meter display (CMD) is also included when equipped with EyeSight. The CMD has a digital odometer and speedometer, dual trip mode, current and average fuel economy and distance to empty. A road surface freeze indicator and journey travel time/distance are also new on base trim. The Tire Pressure Monitoring System with individual tire pressure display is now standard across the Impreza line.

The Premium trim, priced from \$21,595, adds SUBARU STARLINK™ Safety and Security features, new black machine-finish alloy wheels, the All-Weather Package with heated front seats, windshield, and exterior mirrors. Impreza Premium 5-door vehicles have standard roof rails. Dual rear USB ports are now standard on Premium and above.

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, standard factory-installed short throw shifter (for 5-speed manual) and Active Torque Vectoring. Subaru aimed for a new ride/handling balance benchmark in the compact segment. Sport models are priced from \$22,195.

Exclusive exterior styling and features setting the Impreza Sport apart include LED daytime running lights, 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 Harman Kardon® premium audio system is available. Keyless Access with Push-Button Start, aluminum pedals, leather-wrapped steering wheel and shift handle, and a CVT shift boot round out the Sport's enhanced standard equipment.

Subaru continues to elevate the status of the Limited trim for the 2019 Impreza. The exterior looks more upscale with LED headlights and distinctive "Konoji" LED daytime running lights and standard 17-inch machine finished alloy wheels. Thoughtful use of exterior chrome trim and turn signal side mirrors add a touch of elegance. Limited trim Impreza models begin at \$24,995.

The Limited's leather trimmed interior features double stitching on the door armrests and instrument panel, and a 6-way power driver's seat. Standard amenities include an automatic climate control system, leather wrapped steering wheel and shifter, Keyless Access with Push-Button Start and 8-inch color display. The exclusive instrument panel features a high-grade instrument cluster with color LCD and Harman Kardon premium audio is available. The available navigation system features maps provided by TomTom.

Limited trim models are all now equipped with standard driver assist technology including EyeSight, High Beam Assist, Steering Responsive Headlights and Reverse Automatic Braking (RAB). The EyeSight system incorporates Adaptive Cruise Control, Automatic Pre-Collision Braking and Lane Departure and Sway Warning. Blind Spot Detection with Lane Keep Assist and Rear Cross Traffic Alert is also available for Limited.

All 2019 Impreza models include, as standard equipment, front seat side impact airbags, side curtain airbags and a driver's knee airbag. A rear vision camera with steering lines display is also standard on all models.

All SUBARU STARLINK™ multimedia systems offer a high-resolution touchscreen; smartphone integration with Apple CarPlay™, Android™ Auto, Aha™, Pandora, Bluetooth hands-free phone and audio streaming connectivity; AM/FM stereo; and Rear Vision Camera as standard. The 6.5-inch multimedia system in the Premium adds a single-disc CD player; SiriusXM® All Access Radio and SiriusXM Travel Link®. The 8.0-inch Multimedia Plus adds to voice activated controls for phone and Near Field Communication to the list of features. The top-of-the-line 8.0-inch Multimedia with Navigation adds navigation powered by TomTom, voiced activated navigation, and over-the-air updates.

Three STARLINK Safety and Security packages are available and are among the most affordable in the industry. 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.

2019 IMPREZA				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery
<i>Impreza Sedan</i>				
2.0i	5MT	'01	\$18,595	\$19,480
2.0i	CVT	'01, '03	\$19,595	\$20,480
2.0i Premium	CVT	11, 13, 14	\$21,595	\$22,480
2.0i Sport	5MT	21	\$22,195	\$23,080
2.0i Sport	CVT	21, 23	\$22,995	\$23,880
2.0i Limited	CVT	31, 33, 35	\$24,995	\$25,880
<i>Impreza 5-door</i>				
2.0i	5MT	'01	\$19,095	\$19,980
2.0i	CVT	'01, 03	\$20,095	\$20,980
2.0i Premium	CVT	'11, 13, 14	\$22,095	\$22,980
2.0i Sport	5MT	21	\$22,695	\$23,580
2.0i Sport	CVT	21, 23	\$23,495	\$24,380
2.0i Limited	CVT	31, 33, 35	\$25,495	\$26,380

2019 Impreza Option Packages		
Code	Description	MSRP
01	Standard Model	N/A
03	EyeSight®	\$845
11	Standard Model Premium	N/A
13	EyeSight® + Blind Sport Detection & Rear Cross Traffic Alert + Steering Responsive Fog Lights	\$1,395
14	EyeSight® + Blind Sport Detection & Rear Cross Traffic Alert + Steering Responsive Fog Lights + Moonroof	\$2,395
21	Standard Model Sport	N/A

23	EyeSight® + Moonroof + Blind Spot Detections & Rear Cross Traffic Alert + Harman Kardon® Amplifier and Speakers	\$2,945
31	Standard Model Limited	N/A
33	Moonroof + Blind Spot Detection & Rear Cross Traffic Alert	\$1,400
35	Moonroof + Blind Sport Detection & Rear Cross Traffic Alert + Navigation System + Harman Kardon® Amplifiers and Speakers	\$2,750

Destination & Delivery is \$885 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,035 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 \$120 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.

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