

Media Information



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SUBARU OF AMERICA ANNOUNCES PRICING ON 2021 IMPREZA MODELS

- Pricing starts at \$18,795, an increase of only \$100
- Premium trim adds SI-DRIVE performance management system
- The only compact passenger car in America with standard AWD
- Standard EyeSight® Driver Assist Technology on models with Lineartronic® CVT

Camden, N.J., Sep 3, 2020 - Subaru of America, Inc., today announced pricing on the 2021 Impreza sedan and 5-door models, the only compact passenger cars in America equipped with all-wheel drive as standard in every model trim. Offered in four trim levels – Base, Premium, Sport and Limited – the 2021 Impreza arrives at Subaru retailers in October, with a price starting at \$18,795 for a sedan with 5-speed manual transmission, just a \$100 increase from 2020 model year.

For 2021, the Premium trim adds the SI-DRIVE performance management system which allows the driver to maximize engine performance, control and efficiency. With two selectable drive modes, the character of the power unit changes, giving the driver the freedom to customize the performance characteristics to match driving conditions or their personal driving preference.

All Impreza models equipped with the Lineartronic CVT come standard with the award-winning Subaru EyeSight® Driver Assist Technology, which includes Automatic Pre-Collision Braking and Throttle Management, Lane Keep Assist, Lane Departure and Sway Warning, as well as Lead Vehicle Start Alert. Models with the CVT also feature Rear Seat Reminder, which is designed to help prevent child and/or pet entrapment by alerting the driver to check the rear seat before exiting the vehicle.

The 2021 Impreza comes standard with legendary Subaru Symmetrical All-Wheel Drive and a 2.0-liter 4-cylinder direct injected SUBARU BOXER® engine that produces 152-horsepower and 145 lb.-ft. of torque. Available on all trim levels is the Lineartronic CVT (continuously variable transmission), which on Premium and above, features a 7-speed manual mode function with steering wheel paddle shifters. The 2021 Impreza achieves up to 36 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.

Impreza Starts with A Solid Base

The Impreza Base with standard 5-speed manual transmission is priced at \$18,795 for sedan and \$19,295 for 5-door. The Impreza Base with optional Lineartronic CVT, priced from \$20,095 for sedan and \$20,595 for 5-door, 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, on the sedan, an electronic trunk lid release.

The base-trim Impreza's extensive roster of standard features includes 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. Automatic power door locks with collision detection unlock function is standard on all trim levels.

Impreza Premium

The popular Impreza Premium trim, priced at \$22,195 for sedan and \$22,695 for 5-door includes all features from the Base model with Lineartronic CVT and adds 7-speed manual mode function with steering wheel paddle shifters. The Premium also adds the STARLINK 6.5-inch Multimedia Plus, STARLINK Safety and Security features, fog lights and the All-Weather Package with heated front seats, windshield and exterior mirrors. The 5-door models are equipped with roof rails as standard.

New for 2021, the Premium includes SI-DRIVE performance management system as standard equipment.

An option package for Premium adds a Power Moonroof, Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert, Keyless Access with Push-Button Start and 6-way power driver's seat for an MSRP of \$1,970.

Impreza Sport

The 2021 Impreza Sport, available in sedan and 5-door models, delivers a fun-to-drive performance feel thanks to exclusive suspension tuning, 18-inch machine-finish alloy wheels and Active Torque Vectoring. The Sport 5-door is priced from \$22,995 with the standard 5-speed manual transmission, which features a short throw shifter. The Sport 5-door is also available with a Lineartronic CVT with 7-speed manual mode function with steering wheel paddle shifters for a price of \$24,095.

The Impreza Sport sedan is priced at \$23,595 and has the Lineartronic CVT as standard. SI-DRIVE performance management system is included with CVT models.

In both model styles, the Sport trim features upgrades over the Premium that include the SUBARU STARLINK™ 8.0-inch Multimedia Plus system; Keyless Access with Push-Button Start; aluminum pedals; and leather-wrapped steering wheel, shift handle and CVT shift boot.

An option package that includes Power Moonroof, Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert, Harmon Kardon® amplifier and speakers and 6-way power driver's seat is available for an MSRP of \$2,470.

Impreza Limited

The 2021 Limited trim delivers a touch of luxury and added tech in a fun-to-drive, fuel-efficient compact package. Priced from \$25,895 for sedan and \$26,395 5-door, the Limited looks the part of a top-of-line model with LED headlights (low and high beam) and LED daytime running lights.

The Limited features a plush, leather-trimmed interior with double stitching on the door armrests and instrument panel, plus 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 STARLINK 8.0-inch Multimedia Plus system.

Like the Premium and Sport models, the Limited features the SI-Drive performance management system. The Limited augments its long roster of standard safety features with Reverse Automatic Braking and Blind-Spot Detection with Lane Keep Assist and Rear-Cross Traffic Alert. Also standard, High Beam Assist and Steering Responsive Headlights

enhance night time visibility.

An option package that includes STARLINK 8-inch Multimedia with Navigation powered by TomTom®, Harman Kardon® premium audio and Power Moonroof is available for an MPRP of \$2,350.

2021 IMPREZA				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery
<i>Impreza Sedan</i>				
Standard	5MT	01	\$18,795	\$19,720
Standard	CVT	03	\$20,095	\$21,020
Premium	CVT	11, 14	\$22,195	\$23,120
Sport	CVT	21, 23	\$23,595	\$24,520
Limited	CVT	31, 35	\$25,895	\$26,820
<i>Impreza 5-door</i>				
Standard	5MT	01	\$19,295	\$20,220
Standard	CVT	03	\$20,595	\$21,520
Premium	CVT	11, 14	\$22,695	\$23,620
Sport	5MT	21	\$22,995	\$23,920
Sport	CVT	21, 23	\$24,095	\$25,020
Limited	CVT	31, 35	\$26,395	\$27,320

2021 Impreza Option Packages		
Code	Description	MSRP
01	Standard Base Model (5MT)	N/A
03	Base Model (CVT and EyeSight)	N/A
11	Standard Premium Model	N/A
14	Power Moonroof + Blind Spot Detection w/ Rear Cross Traffic Alert + Keyless Access with Push-Button Start + Power Driver Seat	\$1,970
21	Standard Sport Model (5MT)	N/A
21	Standard Sport Model (CVT and EyeSight)	N/A
23	Power Moonroof + Blind Spot Detection w/ Rear Cross Traffic Alert + Harman Kardon® Amplifier and Speakers + Power Driver Seat	\$2,470
31	Standard Limited Model	N/A
35	Power Moonroof + Navigation System + Harman Kardon® Amplifiers and Speakers	\$2,350

Destination & Delivery is \$925 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,075 for retailers in Alaska.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect 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 plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing 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 and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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](#), [Instagram](#), [TikTok](#), and [YouTube](#).