



Media Information

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SUBARU ANNOUNCES PRICING FOR 2014 WRX AND WRX STI

Cherry Hill, N.J., Aug 6, 2013 - Subaru of America, Inc. today announced pricing for the 2014 WRX® and WRX STI®. Subaru's iconic line of sport models have seen their sales increase by nearly 40-percent year-to-date and have a starting MSRP of \$25,995.

The 2014 Subaru WRX delivers the biggest performance value in its competitive set. The WRX offers more power than rivals like the Ford Focus ST and Volkswagen GTI, neither of which offers all-wheel drive. In the WRX, a 2.5-liter turbocharged/intercooled four-cylinder BOXER engine produces 265-horsepower and 244 lb.-ft. of torque and is exclusively teamed with a five-speed manual transmission and Subaru Symmetrical All-Wheel Drive.

The Subaru Symmetrical All-Wheel Drive system in the WRX uses a viscous coupling locking center differential that splits the power 50:50 under normal traction conditions. If wheel slippage occurs, the center differential transfers power to the wheels with the best traction.

Standard equipment for the 2014 WRX includes sport-tuned suspension, 17-inch alloy wheels and an AM/FM/CD stereo with six speakers, Bluetooth® audio streaming and hands-free phone connectivity and iPod® control.

The MSRPs for the WRX apply to both the four-door sedan and the five-door model, leaving the customer to choose trim level, color and port or dealer-installed accessories. For more comfort, the WRX Premium, with an MSRP of \$28,495, adds fog lights, a power moonroof, and, on the sedan, a body-color trunk spoiler. (All five-door models have a rear spoiler). Also standard, the All-Weather Package includes heated front seats, heated exterior mirrors and a windshield wiper de-icer.

The 2014 WRX Limited, with an MSRP of \$29,495, adds leather-trimmed upholstery and high-intensity discharged (HID) headlights. The WRX Limited offers one option package, the Navigation System with AHA Connected service, for an MSRP of \$1,100. The system features a 6.1-in. touch screen, voice-activated controls, SMS text messaging, SiriusXM® Satellite Radio (subscription required), iTunes® tagging, SD card map upgrades and more.

WRX STI, Top Dog Again

The indomitable 2014 Subaru WRX STI takes the brand's rally-bred road performance to the highest level, featuring a 305-horsepower turbocharged/intercooled Boxer engine, six-speed manual transmission, performance suspension and the exclusive Multi-Mode Driver Controlled Center Differential (DCCD) version of Symmetrical All-Wheel Drive. The WRX STI is also exclusively equipped with a Brembo® Performance Brake System, Subaru Intelligent Drive (SI-

DRIVE) and Multi-Mode Vehicle Dynamics Control (VDC) system, the latter featuring a track performance-optimized mode.

The 2012 WRX STI is available in both four- and five-door models. The four-door comes in STI and STI Limited versions, with MSRPs of \$34,495 and \$37,845, respectively. All WRX STI models include as standard HID headlights and the All-Weather Package, with heated front seats, heated exterior mirrors and a windshield wiper de-icer.

The WRX STI five-door, with an MSRP of \$36,495, comes equipped with the BBS® forged aluminum-alloy wheels, along with fog lights, rear window wiper/washer and special cargo area features. The WRX STI Limited adds power moonroof, fog lights, leather upholstery and BBS wheels. The Navigation System is available for all WRX STI models for an MSRP of \$1,100.

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 vehicles, parts and accessories through a network of more than 600 dealers 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 www.subaru.com. Media can visit www.media.subaru.com.

2014 Subaru WRX and WRX STI			
Model/Trim	Transmission	MSRP	MSRP + destination and delivery
WRX 4-door	5-speed	\$25,995	\$26,790
WRX 4-door Premium	5-speed	\$28,495	\$29,920
WRX 4-door Limited	5-speed	\$29,495	\$30,290
WRX 5-door	5-speed	\$25,995	\$26,790
WRX 5-door Premium	5-speed	\$28,495	\$29,920
WRX 5-door Limited	5-speed	\$29,495	\$30,290
WRX STI 4-door	6-speed	\$34,495	\$35,290
WRX STI 4-door Limited	6-speed	\$37,845	\$38,640
WRX STI 5-door	6-speed	\$36,495	\$37,290

Destination & Delivery is \$795 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$945 for dealers in Alaska.

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