



## 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)

Charles Ballard  
(856) 488-8759  
[cballard@subaru.com](mailto:cballard@subaru.com)

### 2017 SUBARU IMPREZA TO DEBUT AT NEW YORK INTERNATIONAL AUTO SHOW

- Reveal on March 23, 2016
- Completely redesigned for 2017
- Sedan and 5-door to debut

Cherry Hill, N.J., Mar 10, 2016 -

Subaru of America, Inc. announced today that the all-new 2017 Impreza will debut at the 2016 New York International Auto Show on March 23, 2016.

The Impreza has been completely redesigned inside and out, from upgraded in-car technology and a more spacious interior to its sleek new body design. The updated model will include signature Subaru features such as Symmetrical All-Wheel Drive and award-winning safety technology.

Both the sedan and 5-door model will be unveiled at the press conference scheduled for 12:20 p.m. ET on March 23, 2016 at the Subaru display following a speech by Fuji Heavy Industries president & CEO, Yasuyuki Yoshinaga.

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

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru 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).