



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

Charles Ballard
(856) 488-8759
cballard@subaru.com

2017 SUBARU IMPREZA EARNS IIHS 2017 TOP SAFETY PICK + AWARD

- Impreza equipped with EyeSight received a 'Superior' rating in front crash prevention testing
- Impreza equipped with EyeSight and LED Steering Responsive Headlights received Top Safety Pick+ Award
- Only small car to earn top ratings in all 2017 IIHS evaluations

Cherry Hill, N.J., Feb 21, 2017 - Subaru of America, Inc. announced today that the 2017 Impreza, when equipped with optional EyeSight Driver Assist Technology, received the 2017 TOP SAFETY PICK award. When equipped with EyeSight and LED Steering Responsive Headlights, received the 2017 TOP SAFETY PICK+ award from the Insurance Institute for Highway Safety (IIHS).

Both the Sedan and 5-Door versions of the Subaru 2017 Impreza received the 2017 TOP SAFETY PICK award by achieving the highest possible rating of "Good" in the IIHS crashworthiness evaluations of front small overlap, front moderate overlap, side impact, roof crush, and rear impact as well as EyeSight receiving a "Superior" rating in the Institute's front crash prevention testing. The TOP SAFETY PICK+ award was achieved with EyeSight and LED Steering Responsive Headlights receiving a "Good" rating. The Impreza also earns the top rating of "Good+" for ease of use of LATCH hardware for installing child restraints. This makes it the only small car to earn top ratings in all IIHS evaluations as of February 2017.

"Safety is our top priority at Subaru," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc., "and each year we continue to improve and innovate the safety features and technology in our vehicles."

The all-new Impreza debuted the Subaru Global Platform (SGP) that is designed to deliver significantly higher levels of crash protection, driving engagement, interior refinement, and ride comfort. The SGP, together with the SUBARU BOXER engine, Symmetrical All-Wheel Drive, and EyeSight, represent the brand's core technologies and constitutes the basic foundation of the next generation of the Subaru vehicles.

The 2017 Subaru Impreza starts at \$18,395 and comes with an extensive roster of standard features including: an updated STARLINK Multimedia system with a 6.5-inch touchscreen, Apple CarPlay and Android Auto compatibility, power windows with auto up/down on both driver and passenger front 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 TOP SAFETY PICK award is given to vehicles that earn "Good" ratings in IIHS's five crashworthiness tests — small overlap front, moderate overlap front, side, roof strength, and head restraints— along with an available front

crash prevention system that earns an “Advanced” or “Superior” rating. The plus is added for winners that also have “Acceptable” or “Good” for vehicles headlights.

About the Insurance Institute for Highway Safety

The Insurance Institute for Highway Safety is an independent, nonprofit scientific and educational organization dedicated to reducing the losses –deaths, injuries and property damage –from crashes on the nation’s roads. For more information, visit iihs.org.

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.