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Subaru Announces Pricing On New 2010 Impreza

Record-breaking model prices largely unchanged for 2010

Premium model price now \$1,000 lower

Cherry Hill, N.J., Jul 28, 2009 - Subaru of America, Inc. has announced pricing of the 2010 model year Impreza line-up, Pricing for the Impreza model, which set a sales record in 2008, begins at an unchanged **\$17,495** for the 170-hp **2.5i** with Impreza blends fun-to-drive performance, safety, and functionality with Subaru Symmetrical All-Wheel Drive, making it an The **Impreza 2.5i Premium** is reconfigured for 2010, with pricing starting at **\$18,495** - \$1,000 less than the 2009 model. **Impreza 2.5i, 2.5GT** and **Outback Sport** models add a stylish **new grille** and an attractive **new exterior color** Camellia I The value continues with the introduction of the new Special Edition Package that includes power moonroof and fog lights Bluetooth hands-free cell phone capability is now standard on 2.5i Premium and WRX Premium models with the navigatic For 2010, the **Impreza Outback Sport** model adds Paprika Red Pearl/Steel Silver Metallic and a new two-tone exterior c The performance-oriented 2010 **Impreza WRX** has a starting price of **\$24,995**, again unchanged from last year and is ava Pricing for the high-performance model **WRX STI**, which for 2010 features black alcantara trim and a black center console Destination and delivery for all 2010 Impreza models is \$695 (excluding Alaska).

More information is available at www.subaru.com.

2010 Impreza Model Pricing

<i>MSRP including</i>	<i>Model/Trim</i>	<i>Transmission</i>	<i>Options</i>	<i>MSRP</i>	<i>Dest & Del 'y</i>
<i>Impreza 4-Door Models</i>	2.5i	5MT		1 \$17,495	\$18,190
	2.5i	Auto		1 \$18,495	\$19,190
	2.5i Premium	5MT	1, 11	\$18,495	\$19,190
	2.5i Premium	Auto	1, 11, 12	\$19,495	\$20,190
	2.5GT	Auto		1 \$26,995	\$27,690
	WRX	5MT		1 \$24,995	\$25,690
	WRX Premium	5MT	1, 14	\$27,495	\$28,190

<i>Impreza 5-Door Models</i>	2.5i	5MT	1 \$17,995	\$18,690
	2.5i	Auto	1 \$18,995	\$19,690
	2.5i Premium	5MT	1, 11 \$18,995	\$19,690
	2.5i Premium	Auto	1, 11, 12 \$19,995	\$20,690
	Outback Sport	5MT	1 \$19,995	\$20,690
	Outback Sport	Auto	1 \$20,995	\$21,690
	2.5GT	Auto	1 \$27,495	\$28,190
	WRX	5MT	1 \$25,495	\$26,190
	WRX Premium	5MT	1, 14 \$27,995	\$28,690
<i>STI</i>	STI	6MT	01, 15, 16, 25, 26 \$34,995	\$35,690

Options

Option Description	MSRP
1 Base Model	N/A
11 Special Edition Package	\$500
12 Navigation and Power Moonroof Package	\$3,000
14 Navigation System	\$2,000
15, 25 Silver/ Gold BBS Package	\$2,000
16, 26 Silver/ Gold BBS Package + Navigation System	\$3,800

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
www.subaru.com.