

# Media Information



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## SUBARU OF AMERICA ANNOUNCES PRICING ON 2018 SUBARU IMPREZA MODELS

- Built on new Subaru Global Platform
- Available Sedan and 5-door Models
- New automatic headlight activation with windshield wiper operation
- SUBARU STARLINK™ Multimedia systems with Apple CarPlay™ and Android Auto™
- 2.0-liter 4-cylinder BOXER engine with direct fuel injection
- MSRP is \$100 over previous model year

Cherry Hill, N.J., Jul 20, 2017 - Subaru of America, Inc., which posted its 67th consecutive month of sales increases and sedan and 5-door models. The 2018 Impreza features the new Subaru Global Platform that delivers significantly higher le New automatic headlight activation, when windshield wipers are turned on, is now standard on Premium, Sport and Limite with Subaru Symmetrical All-Wheel Drive and a SUBARU BOXER® engine. Pricing begins just \$100 over previous mode

The 2018 Subaru Impreza is offered in four trim levels: 2.0i base, Premium, Sport and Limited when it arrives at Subaru r

The 2.0i starts with an extensive roster of standard features including a 6.5-inch multimedia touchscreen; Android Auto™ driver and passenger sides; 60/40-split fold-down rear seat; power door locks and side mirrors; multi-function display with security system with engine immobilizer; carpeted floor mats; and more.

The Premium trim, priced from \$21,295, adds new automatic headlight activation with windshield wiper operation along w wheels, the All-Weather Package featuring heated front seats, windshield, and exterior mirrors. Premium 5-door Imprezas also brings wider option availability, including a power moonroof and driver assist technology systems.

The Impreza 2.0i Sport, available in sedan and 5-door, delivers a more fun-to-drive performance feel thanks to exclusive : short throw shifter (for 5-speed manual) and Active Torque Vectoring. Subaru aimed for a new ride/handling balance ben 095.

Exclusive exterior styling and features setting the Impreza Sport apart include standard LED daytime running lights (DRL) side mirrors. The Impreza Sport 5-door features gloss black rear gate trim, while the Sport Sedan has a rear trunk spoiler. stitching, a motif that repeats for the steering wheel, gear shift, instrument panel, and door trim. The instrument panel incc

The Sport comes well equipped, with upgrades over the Impreza Premium that include the SUBARU STARLINK™ 8.0-inc is available. Keyless Access with Push-Button Start, aluminum pedals, leather-wrapped steering wheel and shift handle, ε

equipment.

Subaru continues to elevate the status of the Limited trim for the 2018 Impreza. The exterior looks more upscale with LED (DRL) and standard 17-inch machine finished alloy wheels. Judicious use of exterior chrome trim and turn signal side mirror

The Limited's leather trimmed interior features double stitching on the door armrests and instrument panel, and a 6-way power climate control system, leather wrapped steering wheel and shifter, Keyless Access with Push-Button Start and 8-inch color instrument cluster with color LCD display and harman/kardon® premium audio is available. Models equipped with EyeSight features maps provided by TomTom.

The FB 2.0-liter 4-cylinder Boxer engine with direct fuel injection boosts both performance (now 152-hp vs. 148 previous) (continuously variable transmission) features a 7-speed manual mode function with steering wheel paddle shifters that allow the 2018 Impreza achieves up to 38 highway MPG and more than 450 miles on a full tank making it one of the most fuel-efficient

The EyeSight system includes Adaptive Cruise Control, Automatic Pre-Collision Braking and Lane Departure and Sway V Traffic Alert, Steering Responsive Headlights, and High Beam Assist are also available. All 2018 Impreza models include, airbags and a driver's knee airbag.

The 2018 Impreza includes additional driver-assist technologies. Reverse Automatic Braking that can apply the vehicle's Limited trim equipped with EyeSight. A rear vision camera with steering lines display is standard on all models. A 4-way T individual wheels is standard on Premium, Sport and Limited.

SUBARU STARLINK™ Multimedia systems offer the latest in digital music playing, Bluetooth® wireless capability, iPod® the display for the standard rear vision camera, and the top-level system includes navigation.

SUBARU STARLINK™ Connected Services comes with the Safety Plus package that offers SOS Emergency Assistance Maintenance Notifications, Monthly Vehicle Health Report, and Diagnostic Alerts. This package can be upgraded to the S Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Vehicle

| 2018 SUBARU IMPREZA          |              |                        |          |                                 |
|------------------------------|--------------|------------------------|----------|---------------------------------|
| Model/Trim                   | Transmission | Applicable Option Code | MSRP     | MSRP + destination and delivery |
| <b>IMPREZA SEDAN MODELS</b>  |              |                        |          |                                 |
| 2.0i                         | 5MT          | 01                     | \$18,495 | \$19,355                        |
| 2.0i                         | CVT          | 01                     | \$19,495 | \$20,355                        |
| 2.0i Premium                 | CVT          | 11,12,13,15            | \$21,295 | \$22,155                        |
| 2.0i Sport                   | 5MT          | 21,22                  | \$22,095 | \$22,955                        |
| 2.0i Sport                   | CVT          | 21,22,23               | \$22,895 | \$23,755                        |
| 2.0i Limited                 | CVT          | 31,33,35               | \$24,195 | \$25,055                        |
| <b>IMPREZA 5-DOOR MODELS</b> |              |                        |          |                                 |

|              |     |             |          |          |
|--------------|-----|-------------|----------|----------|
|              |     |             |          |          |
| 2.0i         | 5MT | 01          | \$18,995 | \$19,855 |
| 2.0i         | CVT | 01          | \$19,995 | \$20,855 |
| 2.0i Premium | CVT | 11,12,13,15 | \$21,795 | \$22,655 |
| 2.0i Sport   | 5MT | 21,22       | \$22,595 | \$23,455 |
| 2.0i Sport   | CVT | 21,22,23    | \$23,395 | \$24,255 |
| 2.0i Limited | CVT | 31,33,35    | \$24,695 | \$25,555 |

#### 2018 SUBARU IMPREZA OPTION PACKAGES

|                                                                                                                                         |         |
|-----------------------------------------------------------------------------------------------------------------------------------------|---------|
| CODE 01<br>Standard<br>Model                                                                                                            | N/A     |
| CODE 11<br>Premium<br>Model                                                                                                             | N/A     |
| CODE 12<br>Moonroof                                                                                                                     | \$1,000 |
| CODE 13<br>EyeSight®<br>+Blind Spot<br>Detection &<br>Rear Cross<br>Traffic Alert<br>+Steering<br>Responsive<br>Fog Lights              | \$1,395 |
| CODE 15<br>EyeSight®<br>+Blind Spot<br>Detection &<br>Rear Cross<br>Traffic Alert<br>+Steering<br>Responsive<br>Fog Lights<br>+Moonroof | \$2,395 |
| CODE 21<br>Sport<br>Model                                                                                                               | N/A     |

|                                                                                                                                                                    |         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| CODE 22<br>Moonroof<br>+ Blind<br>Spot<br>Detection<br>& Rear<br>Cross<br>Traffic<br>Alert +<br>Harman<br>Kardon®<br>Amplifier<br>and<br>Speakers                  | \$2,150 |
| CODE 23<br>EyeSight®<br>+<br>Moonroof<br>+ Blind<br>Spot<br>Detection<br>& Rear<br>Cross<br>Traffic<br>Alert +<br>Harman<br>Kardon®<br>Amplifier<br>and<br>Speaker | \$2,945 |
| CODE 31<br>Limited<br>Model                                                                                                                                        | N/A     |
| CODE 33<br>EyeSight®<br>+ Moonroof<br>+ Blind<br>Spot<br>Detection &<br>Rear Cross<br>Traffic Alert                                                                | \$2,495 |
| CODE 35<br>EyeSight®<br>+<br>Moonroof<br>+ Blind                                                                                                                   |         |

|                                                                                                                                |         |
|--------------------------------------------------------------------------------------------------------------------------------|---------|
| Spot<br>Detection<br>& Rear<br>Cross<br>Traffic<br>Alert +<br>Navigation<br>+Harman<br>Kardon®<br>Amplifier<br>and<br>Speakers | \$3,845 |
|--------------------------------------------------------------------------------------------------------------------------------|---------|

Destination & Delivery is \$860 and may vary in the following states: CT, HI, MA, ME, NH

**About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill facility, SOA distributes all new Subaru vehicles, parts and accessories through a network of more than 620 retailers across the United States. All Subaru vehicles are assembled at the [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile production plant to be designated a backyard wildlife habitat. SOA is committed to the [Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers. SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours in making a positive impact in the world because it is the right thing to do.

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