

# 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 CHOSEN FOR WARDS 10 BEST USER EXPERIENCE LIST

- Recognized for user-friendly multimedia system and interior controls
- Recognized for effective driver-assist technology
- Recognized for overall value

Cherry Hill, N.J., Sep 11, 2017 - Subaru of America, Inc. announced today that the 2017 Impreza was named to Wards 10 Best User Experience list for intuitive and effective interior features including connectivity, infotainment, controls and driver-assist technology as well as overall value.

WardsAuto, a leading provider of automotive reporting and insights, evaluated 23 vehicles for the 2nd annual competition. The vehicles were tested and rated by editors on their ability to enhance an individual's lifestyle and make technology easy to use.

The Impreza's interior design follows the Subaru "Dynamic x Solid" philosophy by creating a bold and refined theme with continuous form throughout the cabin. The design is further emphasized by a clean, intuitive center stack with multifunction display, center air vents, multimedia system and climate control.

The 2017 all-wheel drive compact comes standard with a SUBARU STARLINK™ Multimedia system that offers touchscreen display; smartphone integration with Apple CarPlay™ and Android™ Auto, Aha™ and Pandora®; Bluetooth® hands-free phone connectivity and audio streaming; and rear vision camera, and the top-level system includes navigation powered by TomTom®.

"The Subaru Impreza is the only other vehicle this year winning both 10 Best Interiors and 10 Best UX honors," said Tom Murphy, senior editor at WardsAuto. "But the Impreza, with its all-new StarLink infotainment system, makes the cut for a whole lot less money: out the door for under \$30,000 in Limited trim."

With safety as a top priority, the Impreza features available EyeSight® Driver Assist Technology that acts as a second pair of eyes for the driver by using two cameras mounted above the rearview mirror that can detect and react to obstacles in the car's path. EyeSight integrates Adaptive Cruise Control; Automatic Pre-Collision Braking and Throttle Management; and Lane Departure and Sway Warning, plus a Lane Keep Assist function. New driver assist technologies available for Impreza this year include Steering Responsive Headlights, High Beam Assist, and Reverse Automatic Braking.

The 2017 Impreza earned top ratings in all Insurance Institute for Highway Safety (IIHS) evaluations and, when

equipped with EyeSight and Steering Responsive Headlights, it is an IIHS 2017 TOP SAFETY PICK+.

In addition to an award-winning interior design and driver assist technology, the Impreza has the most passenger volume in its class. The model is available as a 5-door or sedan and is offered in four trim levels: 2.0i, 2.0i Premium, 2.0i Sport and 2.0i Limited. Pricing begins at \$18,395. As of August, Subaru of America achieved 69 consecutive months of yearly month-over-month growth and the best August ever for Impreza sales.

#### **About WardsAuto**

WardsAuto is a world-leading provider of automotive insights and analysis, having served the industry's information needs for more than 90 years. A Southfield, MI-based division of Penton, WardsAuto provides a forward-looking perspective on all aspects of the automotive business, from the tech center to the plant floor to the showroom. Its properties include the WardsAuto Interiors and WardsAuto User Experience Conferences, industry forecasts, data tools and other insights. Subscribe to WardsAuto and attend its events by visiting <http://www.wardsauto.com>

#### **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 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, 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. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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