



Media Information

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SUBARU OF AMERICA ANNOUNCES PRICING ON 2019 WRX® MODEL

- Debut of Series.Gray limited production models for WRX line
- Standard EyeSight® Driver Assist Technology on WRX models equipped with CVT
- New infotainment with standard Apple CarPlay™ and Android™ Auto

Camden, NJ, May 29, 2018 -

Subaru of America, Inc., which this month posted its 77th consecutive month of record-breaking sales, today announced its updated 2019 WRX model. The special edition Series.Gray models debut with limited production of 750 WRXs. The 2019 models reach Subaru retailers this Summer.

With its 268-hp, 2.0-liter direct injection turbocharged BOXER engine, Symmetrical All-Wheel Drive and Active Torque Vector Control, the 2019 WRX is a performance and value leader in the AWD sport-compact segment. The WRX comes standard with a 6-speed manual transmission and offers an optional performance automatic transmission, the Sport Lineartronic® CVT with manual mode. The 2019 WRX this year is the SUBARU STARLINK™ 6.5" Multimedia Plus system that includes a 6.5-inch high-resolution touchscreen, smartphone integration with Apple CarPlay, Android Auto, Aha™, Pandora® and STARLINK Cloud Apps; Bluetooth® hands-free phone connectivity and audio streaming; AM/FM stereo; single-disc CD player; SiriusXM® All Access Radio and Travel Link® (subscriptions required); and rear vision camera. Standard trim 2019 WRX models begin at \$27,195.

Priced from \$29,495, the 2019 WRX Premium now comes standard with the STARLINK 7.0" Multimedia Plus system with high-resolution touchscreen; smartphone integration with Apple CarPlay, Android Auto, Aha, Pandora and STARLINK Cloud Apps; Bluetooth hands-free phone connectivity and audio streaming; voice activated controls for phone; Near Field Communication; AM/FM stereo; single-disc CD player; SiriusXM All Access Radio and Travel Link (subscriptions required); and rear vision camera. Premium also features 18-inch alloy wheels, all weather package that includes heated front seats and windshield wiper de-ice lights and power moonroof. The WRX Premium is available with CVT transmission and SI-Drive engine performance management system along with steering wheel paddle shift controls. All WRX models with CVT come standard with the EyeSight Driver Assist Technology system.

An optional Performance Package for the WRX Premium features Recaro® performance design seats, 8-way power front seats, red-painted front and rear brake calipers with upgraded JURID® front brake pads and deletes the moonroof to reduce weight. Performance Package is competitively priced at \$2,050 and offered exclusively on 6-speed manual transmission WRX Premium.

The 750 WRX Premium Series.Gray vehicles are available exclusively with the 6-speed manual transmission. The model includes Gray Khaki exterior with exclusive Crystal Black Silica badging and foldable exterior mirrors as well as 18-inch alloy wheels.

finish. The Series.Gray WRX debuts at \$32,595 and is based on the WRX Premium that includes the Performance Pack: Ultrasuede-trimmed Recaro seats, 8-way power driver's seat, JURID front brake pads and moonroof delete. It also adds Steering Responsive Headlights, LED fog lights and Keyless Access with Push-Button Start.

Priced from \$31,795, the WRX Limited comes standard with a 6-speed manual transmission and available Sport Lineartrac. WRX Limited models feature 10-way power driver's seat with power lumbar adjustment. The WRX Limited has LED Steering Responsive Headlights as well as LED fog lights to help improve nighttime visibility. An option package that includes the 7.0" Multimedia Navigation system with a 7-inch high-resolution touchscreen; smartphone integration with Apple CarPlay, Auto and STARLINK cloud applications; Bluetooth hands-free phone connectivity and audio streaming; SiriusXM All Access Traffic and Travel Link (subscriptions required); Near Field Communication; single-disc CD player; voice activated control and text; and voiced activated navigation powered by TomTom along with Harman/Kardon® audio and Blind Spot Detection. Change Assist and Cross Traffic Alert is available on WRX Limited 6MT models for \$2,100. The CVT model adds Reverse Braking and High Beam Assist to this package, at an MSRP of \$2,400.

Subaru's EyeSight Driver Assist Technology is standard on WRX Premium and Limited with CVT. Included with EyeSight Vehicle Hold (AVH), EyeSight Assist Monitor (EAM) and an electronic parking brake. The EAM uses dual LED indicators to show EyeSight status and alerts on the windshield, allowing the driver to see them without diverting eyes from the road. The AVH replaces the Hill Holder and Hill Start Assist functions and offers greater functionality, holding the vehicle on all road grade inclines.

In addition to Keyless Access with Push Button Start, the Limited offers automatic LED headlight low and high beam height control as well as auto-on/off headlights linked with windshield wiper operation.

2019 SUBARU WRX				
Model/Trim	Transmission	Applicable OptionCode	MSRP	MSRP + destination and
WRX MODELS				
Standard WRX	6MT	01	\$27,195	\$28,080
WRX Premium	6MT	11, 12, 14	\$29,495	\$30,380
WRX Premium	CVT	13	\$31,395	\$32,280
WRX Limited	6MT	21, 22	\$31,795	\$32,680
WRX Limited	CVT	23,24	\$33,695	\$34,580

2019 SUBARU WRX OPTION PACKAGE MSRP	
WRX MODELS	
CODE 01 Standard Model WRX 6MT	N/A
CODE 11 Standard Model WRX Premium	N/A
CODE 12 Performance Package: RECARO® Front Seats, Red?Painted Brake Calipers,	

Moonroof Delete	\$2,050
CODE 13 Standard Model WRX Premium CVT	N/A
CODE 14 Series.Gray WRX	\$3,100
CODE 21 Standard Model WRX Limited 6MT	N/A
CODE 22 Navigation System + Audio w/ Harman Kardon® Amplifier and Speakers + Blind Spot Detection/ Rear Cross Traffic Alert	\$2,100
CODE 23 Standard Model WRX CVT Limited	N/A
CODE 24 Navigation System + Audio w /Harman Kardon® Amplifier and Speakers + Blind Spot Detection/Rear Cross Traffic Alert + Reverse Auto Brake + High Beam Assist	\$2,400

Destination & Delivery is \$885 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,000 for retailers in Alaska.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants : [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing 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 and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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. For additional information visit [media.subaru.com](#). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).