



Media Information

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SUBARU ANNOUNCES 2020 WRX PERFORMANCE CAR

- Upgraded Performance Package available for WRX
- EyeSight Driver Assist Technology standard on WRX with CVT
- Magnetite Gray Metallic replaces Dark Gray Metallic

Subaru of America, Inc. announced pricing on the updated 2020 WRX model line which includes EyeSight Driver Assist Technology as standard equipment (on models equipped with CVT) and an upgraded performance package option. The performance sedan will begin arriving into Subaru retailers this fall.

With its 268-hp, 2.0-liter direct injection turbocharged BOXER engine, Subaru Symmetrical All-Wheel Drive and Active Torque Vectoring, the 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 (continuously variable transmission) with 6-speed manual shift mode.

The WRX is nicely equipped with standard features including remote keyless entry, automatic climate control, Incline Start Assist, 5.9-in multi-function LCD, Multi-Mode Vehicle Dynamics Control, aluminum alloy pedal covers (including driver's foot rest), dual USB ports, rear vision camera and power door locks, side mirrors and windows. Magnetite Gray Metallic replaces Dark Gray Metallic in the color lineup.

Engineered to enrich the performance-driving experience, the 2020 WRX offers the option of the Sport Lineartronic CVT for Premium and Limited trim levels. Models so equipped also feature Subaru Intelligent Drive (SI-DRIVE), a powertrain performance management system that allows the driver to tailor the vehicle's driving characteristics by choosing from among three modes – Intelligent, Sport and Sport Sharp – using a switch on the steering wheel. The award-winning Subaru EyeSight Driver Assist Technology is also standard on WRX models with Sport Lineartronic CVT.

The WRX Premium comes standard with 18-inch alloy wheels in a dark gray finish, All-Weather Package that includes heated front seats and windshield wiper de-icer, fog lights, power moonroof and now Welcome Lighting and headlight auto on/off linked with windshield wiper operation. The Premium also features the SUBARU STARLINK™ 7-inch Multimedia Plus system with a 7-inch high-resolution touchscreen; smartphone integration with Apple CarPlay™, Android™ Auto and STARLINK Apps; Bluetooth hands-free phone connectivity and audio streaming; voice activated controls for phone; AM/FM stereo; single-disc CD player and SiriusXM All Access Radio and Travel Link (subscriptions required).

An optional Performance Package for the WRX Premium receives a significant update for 2020. In addition to Recaro® performance design seats with 8-way power front driver seat and moonroof delete, the package now includes Brembo four-piston calipers on the front and Brembo dual-piston calipers on the rear. The Performance Package is offered exclusively on the 6-speed manual transmission WRX Premium.

The 2020 WRX Premium with optional Sport Lineartronic CVT includes SI-DRIVE and Subaru EyeSight Driver Assist Technology.

The Limited trim comes standard with a 6-speed manual transmission, Keyless Access with Push-Button Start, 10-way power driver's seat with power lumbar adjustment, Steering Responsive LED headlights (low and high beam) and LED fog lights.

A Sport Lineartronic CVT is available for Limited and includes SI-DRIVE and EyeSight.

An option package for WRX Limited with manual transmission adds the STARLINK 7-inch Multimedia Navigation system with Harman Kardon® speaker system as well as Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert. The available option package for Limited with CVT includes all the features for the manual and adds Reverse Automatic Braking and High Beam Assist to this package.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 \$320 million to causes the Subaru family cares about, and its employees have logged over 100,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).