



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

Subaru Of America Holds The Line On Pricing For 2012 Impreza

- Starting at just \$17,495 the 2012 Impreza matches outgoing model
- 36 MPG Highway Fuel Economy Makes 2012 Impreza the Most Fuel Efficient All-Wheel Drive Car in America.

Cherry Hill, N.J., Aug 18, 2011 - Subaru of America, Inc. today announced pricing for its much-anticipated 2012 Impreza. Starting at just **\$17,495** for the base model 4-door Impreza 2.0i with a five-speed manual transmission, the car's starting price remains unchanged compared with last year's. The automatic version, offered exclusively with Subaru's newly designed continuously variable transmission (CVT) starts at **\$18,495**. The base 5-door Impreza 2.0i starts at \$17,995 when equipped with a five-speed transmission and **\$18,995** for the CVT-equipped model.

The 2012 Impreza is also offered in 2.0i Premium, Sport Premium and Limited models – the Limited a new addition for this year. The 4-door 2.0i Premium starts at \$18,795, while the 5-door Premium starts at \$19,295. For the 2.0i Limited, prices start at \$21,595 for the 4-door and \$22,095 for the 5-door version. Finally, the Impreza 2.0i Sport Premium starts at \$20,295 and is only offered in the 5-door body style. A new Sport Limited model is also available. These prices all reflect MSRP before the \$750.00 destination charge.

Changes for this year's Impreza include the all-new 148 horsepower 2.0-liter SUBARU BOXER® engine with projected EPA fuel economy of 27 mpg city and 36 mpg highway. When equipped with the new Lineartronic® CVT transmission, the 2012 Impreza is the most fuel-efficient all-wheel drive car in America. All 2012 Imprezas feature Subaru Symmetrical All-Wheel Drive. The 2012 Impreza will arrive in dealerships November 2011.

Pricing Chart attached.

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, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers 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. For additional information visit www.subaru.com.