



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Michael McHale
(856) 816-1231
mmchale@subaru.com

Subaru Announces Pricing For 2011 Impreza WRX And STI Models

WRX Now Comes in Wide-Body Design and WRX STI Introduces a 4-Door Model
WRX STI 4-door starts at \$1,000 less than the starting price of the 2010 5-door Model

Cherry Hill, N.J., Jul 22, 2010 - Subaru of America, Inc. today announced pricing for the 2011 Subaru Impreza WRX and WRX STI models. Arriving in dealerships in September, the aggressively redesigned 2011 WRX starts at \$25,495 for both the 4-door and 5-door models. The 2011 WRX STI 4-door is \$1,000 less than the starting price of the 2010 5-door (non-Special Edition) STI at \$33,995.

Subaru Impreza WRX

Beginning at \$25,495 – a modest \$500 increase for the 4-door and the same starting price for the 5-door – the aggressive body style changes for WRX include new front & rear bumpers, wide front fenders and quarter panels, and a WRX logo side fender badge. The sedan adds a rear chrome satin finish and quad tailpipe outlets. The WRX receives new gunmetal gray alloy wheels paired with wider summer-performance tires. Additionally, all WRX models now have six upgraded speakers and come with steering wheel control switches for audio and Bluetooth functions.

The **Subaru Impreza WRX Premium** starts at \$27,995 (both 4- and 5-door) and adds the All-Weather Package, power moonroof, and fog lights. The sedan also includes a standard rear trunk spoiler. **The Subaru Impreza WRX Limited** is available from \$28,995 (both 4- and 5-door) and features HID headlights and leather-trimmed upholstery. A GPS touch-screen Navigation system is available on Premium and Limited trim levels and includes a 7" touch-screen and standard Sirius satellite radio.

Subaru Impreza WRX STI

The Subaru performance leader, the WRX STI, returns as a 4-door sedan – along with the 5-door for the 2011MY. The **Subaru Impreza WRX STI 4-door** starts at \$1,000 less than the 2010 WRX STI 5-Door (non-Special Edition) at \$33,995. In addition to its wide-body style, the WRX STI sedan also brings back its signature impressive rear trunk spoiler. All WRX STI models include the All Weather Package.

The WRX STI is powered by a 2.5 liter, turbocharged and intercooled Subaru Boxer® engine pumping out 305 horsepower. To further improve its performance, the 2011MY WRX STI has a retuned suspension that includes improved suspension bushings, larger front/rear stabilizer bars, and stiffer front/rear coil springs that provide tighter handling, less body roll and improved steering feel. All WRX STI models are available with optional GPS Touch-Screen Navigation with a 7" LCD touch-screen for \$1,800. Additionally, all WRX and WRX STI models also receive a new mesh-type grill along with an upgraded audio system that includes standard Bluetooth hands-free calling and audio

streaming, iPod control capability, an auxiliary input jack, USB port, and XM/Sirius capability with a roof mounted antenna.

A new trim level, the **Subaru Impreza WRX STI Limited 4-door**, is added with a starting price of \$37,345 and includes leather-trimmed upholstery, 18-inch BBS alloy wheels, power moonroof and fog lights.

The **Subaru Impreza WRX STI 5-door** starts at \$35,995, and includes 18-inch BBS alloy wheels.

The Destination and Delivery charge for these and all 2011 Subaru models is \$725 (Alaska D&D is \$875). Complete WRX and WRX STI model information and prices can be found at www.media.subaru.com.

Subaru of America continues to enjoy record sales after its best-ever sales year in 2009, with June sales up 35-percent year-to-date.

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.