



# Media Information

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## Subaru Announces Pricing For 2011MY Impreza Model

*Starting price held for 2011MY*

Cherry Hill, N.J., Jun 17, 2010 - Subaru of America, Inc. today announced pricing for the 2011MY Subaru Impreza (non-turbo) models. Pricing for the 2.5i, 2.5i Premium and Impreza Outback Sport are held to 2010 model year levels.

Subaru of America continues to enjoy record sales after its best-ever sales year in 2009, with sales up 40 percent year-to-date. The Subaru Impreza is also showing a sales increase year-to-date due to its unique blend of fun-to-drive performance, safety and functionality with Subaru Symmetrical All-Wheel Drive technology. The Impreza has been an Insurance Institute for Highway Safety (IIHS) Top Safety Pick for three consecutive years, making it an unmatched value in the compact vehicle segment. The 2011 Subaru Impreza is scheduled to arrive at dealerships in July.

### Subaru Impreza 2.5i

The well-equipped **Impreza 2.5i** maintains an aggressive starting price of **\$17,495**, with the 5-door available starting at **\$17,995**. All naturally-aspirated Imprezas come with Subaru's 2.5-liter SOHC horizontally-opposed boxer engine with i-Active Valve Lift System. This engine puts out an impressive 170 hp @ 6,000 rpm.

All Impreza models feature the active safety of Subaru Symmetrical All-Wheel Drive, Vehicle Dynamics Control and Brake Assist as standard equipment. Two new colors for the 2011MY, Marine Blue Pearl and Sky Blue Metallic, expand the color selection, while Newport Blue is phased out.

### Subaru Impreza 2.5i Premium

The **Impreza 2.5i Premium** maintains its starting price of **\$18,495** -- the 5-door is **\$18,995**. The 2.5i Premium trim level adds alloy wheels, a leather wrapped shifter and steering wheel and audio control switches on the steering wheel.

The audio system for the 2.5i Premium and Outback Sport models is upgraded for the '11MY and now includes standard Bluetooth Audio Streaming, Bluetooth Hands-Free Connectivity, standard USB port with iPod control capability, a single-disc CD Player with MP3/WWA capability and six upgraded speakers.

The **Special Edition Package** on the **Impreza 2.5i Premium** is renamed the **Power Moonroof Value Package** for the '11MY and still includes the All-Weather Package, fog lights and power moonroof for just \$500, a retail value of \$1,850 resulting in a generous \$1,350 discount.

### Subaru Impreza Outback Sport

The **Outback Sport** maintains its attractive starting price of **\$19,995** and includes items such as standard 17-inch alloy

wheels, raised suspension, fog lights, All-Weather Package and a cargo tray among its many upgraded features.

New for the 2011MY, Camellia Red Pearl and Sage Green Metallic will be offered as monotone exterior colors on the Outback Sport. Obsidian Black two-tone, Marine Blue two-tone and Steel Silver two-tone complete the Outback Sport color line up.

Destination and Delivery charges for the 2011MY are \$725 (Alaska D&D is \$875).

**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](http://www.subaru.com).