



# Media Information

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## THE ALL-NEW SUBARU WRX CONCEPT DEBUTS AT THE 2013 NEW YORK INTERNATIONAL AUTO SHOW

- SUBARU WRX CONCEPT hints at next generation WRX design language
- Focus is on sharp handling, AWD grip and turbo power

New York, Mar 27, 2013 - Subaru of America, Inc. today unveiled the SUBARU WRX CONCEPT at the 2013 New York International Auto Show at the Jacob K. Javits Center. The design concept hints at the design language of the next generation WRX.

The bold and muscular design emphasizes turbocharged power and AWD grip in a more agile and athletic form. The SUBARU WRX CONCEPT blends the WRX's famous power and road-holding prowess with an even greater focus on sharp handling, steering and communicative chassis. To further improve handling dynamics, the SUBARU WRX CONCEPT features a carbon-fiber roof to enhance the already low center of gravity and reduce weight.

Considerably lower, sleeker and wider, the SUBARU WRX CONCEPT delivers even more street presence than previous generations of WRX. The new grille design is larger and bolder and sets off the classic WRX hood scoop. A pronounced powerbulge provides clearance for the new turbocharged engine and intercooler. A prominent hexagonal grille form and deep lower valences with air intakes are designed to enhance aerodynamics, add downforce and aid engine cooling.

The three dimensional mesh pattern of the grille denotes the sporting nature of the SUBARU WRX CONCEPT and sets the Subaru star cluster apart, while the new hawk-eye headlights integrate the Subaru family design heritage.

A sharp character line runs from the front corner through to the taillights, intersected by the boldly flared wheel arches emphasizing the Subaru's AWD system. The compact cabin greenhouse draws attention to the power and solidity of the body and focuses attention to wide stance that provides a visual link between body and chassis.

The rear design echoes the hexagonal design motif from the front grille and features a dramatically curved trunk lid that also acts as a rear spoiler. The distinctive wide rear bumper of the SUBARU WRX CONCEPT adds to the powerful street presence of the car and is off-set by large quad tailpipes denoting the powerful turbocharged engine. The aggressive rear diffuser improves vehicles aerodynamics.

The all-new SUBARU WRX CONCEPT features a new paint color, "WR Blue Pearl III", which modernizes the iconic WRX look. Fluorescent Yellow is used as an accent on the WRX badge on the front grille, the brake calipers and the

exhaust tip finishers, adding character notes to the design.

Filling out the broad fenders are BBS "RI-D" One Piece Forged Duralumin wheels and featuring 245/40ZR20 Dunlop tires with an exclusive tread pattern.

#### Key Dimensions

(Overall Length x Width x Height): (178.0in x 74.4in x 54.7in ), Wheelbase: (108.7 in.)

#### **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 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).

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