



# Media Information

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## SUBARU ANNOUNCES 2014 XV CROSSTREK®, TRIBECA® AND IMPREZA® PRICING

- Best-ever July sales for Impreza
- Moonroof now standard on all Tribeca
- XV Crosstrek holds the line on 2014 pricing

Cherry Hill, N.J., Aug 26, 2013 - Subaru of America, Inc. today announced pricing for the 2014 XV Crosstrek, Tribeca and Impreza models.

With sales up 27 percent year-to-date and 43 percent in July alone, Subaru of America has reached mid-year sales of 240,591 units. To keep the momentum going for another all-time sales record, Subaru is targeting competitive pricing across the board.

### 2014 XV Crosstrek

New to the Subaru lineup in 2013, the XV Crosstrek delivers a high-capability crossover package with standard Symmetrical All-Wheel Drive, 8.7 inches of ground clearance, 17-inch alloy wheels and ample room for passengers and cargo. The XV Crosstrek Premium with 5-speed manual transmission maintains an MSRP of \$21,995.

The versatile, fun-to-drive XV Crosstrek continues to be one of the most fuel-efficient all-wheel-drive crossovers in America, delivering 33 MPG highway. The XV Crosstrek combines efficiency with bold five-door design and a highly capable chassis. The XV Crosstrek targets the fast-growing compact crossover utility segment offering AWD, fuel economy and safety ratings, everyday comfort and the most in-demand infotainment features.

All 2014 Subaru XV Crosstrek models are powered by a 148-horsepower 2.0-liter BOXER engine, teamed to Symmetrical All-Wheel Drive via a five-speed manual transmission or available second-generation Lineartronic® Continuously Variable Transmission (CVT). Fuel economy figures of 25 mpg city / 33 mpg highway / 28 mpg combined (with CVT) will put the 2014 XV Crosstrek among the most fuel-efficient crossovers on the market, and make it comparable to many front-wheel drive competitors.

The 2014 Subaru XV Crosstrek incorporates numerous body and chassis enhancements for its expanded-capability mission. Black side- and wheel-arch cladding, rocker spoiler and roof rails provide a rugged contrast to the body color. The higher ride height, body-color roof spoiler and unique-design 17-inch wheels bolster the XV Crosstrek model's go-anywhere stance and attitude. The rugged styling is backed up by function, as the four-wheel independent suspension features a raised configuration along with 8.7 inches of ground clearance. Front and rear bumpers and the front grille are

unique to the Subaru XV Crosstrek, and dark-tint privacy glass is standard.

Subaru offers the 2014 XV Crosstrek in Premium and Limited models, the latter adding additional luxury amenities and infotainment technology. Among the standard features in the Premium are the All-Weather Package (heated front seats, heated side mirrors and windshield wiper de-icer); a tilt/telescoping steering wheel with audio and Bluetooth® control switches; power windows, door locks and side mirrors; multi-function display with fuel economy information; security system with engine immobilizer; outside temperature gauge, and carpeted floor mats. The standard audio system in the XV Crosstrek Premium model features Bluetooth® hands-free phone connectivity and audio streaming, Radio Data Broadcast System (RDBS), iPod® control capability, USB port, 3.5mm aux. input jack and six speakers. Aha® Infotainment smartphone integration is included with the optional navigation system for Premium and Limited models.

In addition to Lineartronic CVT as standard, the 2014 Subaru XV Crosstrek Limited sports leather-trimmed upholstery, steering wheel and shift handle; automatic climate control system; auto on/off headlights, and a rear seat armrest with dual cupholders. A standard display-type audio system in the Subaru XV Crosstrek Limited incorporates a rear-vision camera and also features a 4.3-inch display screen and standard HD Radio™.

<b>2014 Subaru XV Crosstrek</b>			
Model/Trim	Transmission	MSRP	MSRP + Destination and Delivery
XV Crosstrek Premium	5MT	\$21,995	\$22,820
XV Crosstrek Premium	CVT	\$22,995	\$23,820
XV Crosstrek Limited	CVT	\$24,495	\$25,320

Destination & Delivery is \$825 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$975 for dealers in Alaska.

All XV Crosstrek models are PZEV (Partial Zero Emissions Vehicle).

#### **2014 Subaru Tribeca**

The Subaru Tribeca 7-passenger crossover SUV continues for 2014 offered solely in the Limited trim line. Standard amenities include leather seating, moonroof, heated front seats and an auxiliary air conditioning unit with headliner-mounted vents in the second and third row seats.

The Subaru 3.6-liter BOXER engine is engineered to produce powerful low-end torque, and its use of regular-grade fuel helps reduce operating costs. Active Valve Control System (AVCS) variable valve timing is employed on both the intake and exhaust camshafts. The engine produces 256 horsepower and 247 lb.-ft. of peak torque. Notably, the 3.6-liter engine sustains at least 225 lb.-ft. of torque from 2,000 to 6,000 rpm. A specially tuned five-speed automatic transmission helps give the Tribeca ample acceleration and merging power and makes it feel exceptionally smooth and responsive in everyday driving.

The Tribeca's twin cockpit interior design features a flowing, sculpted dash and center console design. Aluminum-look trim highlights the sculpted shapes of the dashboard. Electroluminescent dials and subtle ambient interior footwell lighting provide a sophisticated touch. The center console is anchored by an information center that groups the readouts for the audio system, clock, fuel economy, and outside temperature.

The Tribeca provides a very quiet, comfortable cabin. Luxury in the 2014 Tribeca Limited includes a long roster of amenities, among them leather seating surfaces for front and second rows; 8-way power driver's seat with 2-position memory; 4-way power passenger seat; dual-zone automatic climate control system; auxiliary air conditioning system for second and third rows; harman/kardon® Premium Audio system with subwoofer; XM Satellite radio receiver and antenna; BlueConnect® hands-free Bluetooth phone connectivity; a leather-wrapped steering wheel with remote audio controls, and ambient center console and cup-holder illumination.

For 2014, the optional navigation and harman/kardon® premium audio system is packaged with Rear Seat

Entertainment System. The optional rear-seat entertainment system consists of a nine-inch wide-screen format LCD screen and a DVD player featuring remote inputs for video games and a video camera. The package includes two sets of wireless headphones and a wireless remote control. In addition to a standard moonroof, the Tribeca comes equipped with a rear-vision camera with a 3.5" auto-dimming mirror display.

<b>2014 Subaru Tribeca</b>			
Model/Trim	Transmission	MSRP	MSRP + Destination and Delivery
Tribeca 3.6R Limited	5AT-s	\$34,095	\$34,920

Destination & Delivery is \$825 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$975 for dealers in Alaska.

#### **2014 Subaru Impreza- Most fuel efficient AWD car in America**

The 2014 Impreza offers the highest fuel economy of any all-wheel drive, gasoline car offered in the United States. Its EPA ratings of 27 mpg city / 36 mpg highway / 30 mpg combined for models with the Lineartronic® continuously variable transmission (CVT) are comparable with front-wheel drive cars. The 2014 Impreza also offers a 5-speed manual transmission priced at \$17,895.

Offered in 4 and 5-door models, the 2014 Impreza weighs less than some front-wheel drive compact models, yet high-strength construction preserves Subaru's standard for safety, vehicle integrity and agility. Every 2014 Impreza is equipped as standard with Symmetrical All-Wheel Drive and powered by a 148-hp 2.0-liter Subaru BOXER engine.

Impreza 2.0i and 2.0i Premium trims are offered with 5-speed manual transmission or the lighter, more compact second-generation version of the Subaru-engineered Lineartronic CVT. Unlike a conventional automatic transmission, which uses fixed gear ratios, a CVT provides infinite variability between the highest and lowest available ratios with no discernable steps or shifts. The CVT continuously and smoothly adapts to performance demand, helping to keep the engine in its most efficient operating range. Impreza 2.0i models equipped with CVT have a starting MSRP of \$18,895.

Impreza Premium, Sport and Limited models with the CVT also feature a 6-speed manual mode with steering wheel paddle shifters, which allow the driver to control the transmission via six pre-set ratios. Well-equipped Impreza 2.0i Limited models with CVT as standard are priced at \$22,195.

All 2014 Impreza models feature as standard a tilt/telescoping steering wheel, power windows, door locks and side mirrors, a 60/40-split fold-down rear seat, outside temperature gauge, a multi-function display with fuel economy information, remote keyless entry system, security system with engine immobilizer, variable intermittent windshield wipers and a low windshield washer fluid warning light.

Impreza Premium models add 16-inch alloy wheels, steering wheel audio and Bluetooth® control switches, a rear stabilizer bar for crisper handling, 6-speaker audio system, adjustable console armrest, body-color exterior mirrors and chrome interior door handles. The All-Weather Package, which is standard on the 2.0i Premium 5-speed and optional for the 2.0i Premium with CVT, adds heated front seats, heated exterior mirrors and a windshield wiper de-icer.

A power moonroof and navigation system are available on Premium models. The navigation system includes a 6.1-inch touch screen LCD display, Rear Vision Camera, voice control, iTunes® tagging, SMS text messaging capability, XM® Satellite Radio and XM NavTraffic (both XM services require subscriptions). Updated map data can be downloaded to a personal computer and then transferred into the system via secure digital (SD) card.

For 2014, Aha® Infotainment smartphone integration included with the optional navigation system for all 2.0i Premium, 2.0i Limited and 2.0i Sport Limited models.

Competitively priced at \$20,795, the Impreza 2.0i Sport Premium is a five-door-only model that gets a more aggressive

stance from body-color rocker panel spoilers and standard 17-inch alloy wheels. Also standard are fog lights, roof rails, unique seat fabric and a leather-wrapped steering wheel and shift knob.

Topping the 2014 Impreza range, the Limited and Sport Limited (five-door only) models deliver the highest level of comfort and convenience offered in the Impreza line. Leather seating is standard, along with a display-type audio system featuring a 4.3-inch display screen and standard HD Radio. Rear vision camera is now standard on Limited models and pricing begins at \$22,195.

<b>2014 Subaru Impreza 4 and 5-door models</b>			
Model/Trim	Transmission	MSRP	MSRP + Destination and Delivery
<b>4-door Models</b>			
2.0i	5MT	\$17,895	\$18,690
2.0i	CVT	\$18,895	\$19,690
2.0i Premium	5MT	\$19,795	\$20,590
2.0i Premium	CVT	\$20,295	\$21,090
2.0i Limited	CVT	\$22,195	\$22,990
<b>5-door Models</b>			
2.0i	5MT	\$18,395	\$19,190
2.0i	CVT	\$19,395	\$20,190
2.0i Premium	5MT	\$20,295	\$21,090
2.0i Premium	CVT	\$20,795	\$21,590
2.0i Limited	CVT	\$22,695	\$23,490
2.0i Sport Premium	5MT	\$20,795	\$21,590
2.0i Sport Premium	CVT	\$21,795	\$22,590
2.0i Sport Limited	CVT	\$23,195	\$23,990

Destination & Delivery is \$795 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$945 for dealers in Alaska.

All Impreza 2.0i models are PZEV (Partial Zero Emissions Vehicle).

#### **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). Media can visit [www.media.subaru.com](http://www.media.subaru.com).

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