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2014 SUBARU IMPREZA® COMBINES HIGH REFINEMENT AND EXEMPLARY FUEL ECONOMY IN ROOMY 4-DOOR AND 5-DOOR MODELS

- 27 mpg city/36 mpg highway/30 mpg combined
- Rear vision camera made standard on 2.0 Limited model
- Aha® smartphone integration added to the optional navigation system for all 2.0i Premium, 2.0i Limited and 2.0i Sport Limited models.
- Additional sound-reduction measures for quieter cabin

Cherry Hill, N.J., Jan 6, 2014 - The new-generation Subaru Impreza® four-door and five-door compact models, which Subaru of America, Inc. introduced for 2012, have been key players in the brand's significant increase in sales and market share. With standard Symmetrical All-Wheel Drive and exemplary fuel economy, the 2014 Impreza remains highly competitive with models that offer only front-wheel drive.

For 2014, additional sound-reduction measures result in a quieter cabin. Subaru made a rear vision camera standard on the Impreza 2.0 Limited models, using the 4.3-inch LCD screen of the display audio system. In addition, the available navigation system for the Premium and Limited models gains Aha® smartphone integration, giving the user access to the service's radio stations, newsfeeds, audiobooks and more.

The 2014 Impreza offers the highest fuel economy of any all-wheel drive car in the segment. Its 27-mpg city / 36-mpg highway / 30-mpg combined EPA ratings for models with the Lineartronic® continuously variable transmission (CVT) are comparable to some front-wheel drive compact cars. Every 2014 Impreza is powered by a 148-hp 2.0-liter Subaru BOXER engine and features standard Symmetrical All-Wheel Drive and a standard 5-speed manual transmission.

Bold Exterior, Roomy Interior

The 2013 Impreza conveys a bold, confident design that emphasizes its standard Symmetrical All-Wheel Drive performance. In profile, the Impreza draws focus to its wheels with powerful wheel arches, a theme that debuted on the current Subaru Legacy®.

The new-generation Impreza is the roomiest ever. Vehicle length and width remain the same as on the previous version for both sedan and five-door models, yet, thanks to a longer wheelbase (104.1 inches compared to 103.2 inches), redesigned door panels, the new-generation Impreza offers increased hip and shoulder room. Rear seat passengers gained nearly two inches of legroom. Sedan trunk room and five-door cargo room were both increased, with the five-door models offering an impressive 22.4 cu. ft. of space that expands to 52.4 cu. ft. with the standard 60/40 split rear seatbacks folded to create a flat load floor.

The new-generation Impreza features a more raked-back windshield compared to its predecessor, and A-pillar bottom moved 7.9 inches forward allowing a front door opening nearly five inches longer for easier entry/exit. Higher hip points and a lower, flatter instrument panel, along with larger side mirrors, contribute to better visibility from within the cabin.

Agile, Responsive and Fun

A focus on optimized construction helped reduce weight from the previous-generation Impreza, contributing to the greatly improved fuel efficiency. The 2014 Impreza models weigh less than some front-wheel drive compact models, yet high-strength construction preserves Subaru's standard for safety, vehicle integrity and agility.

Strengthened suspension components in front and rear enhance agility, while liquid (hydraulic) engine mounts on models with the CVT help to damp out vibration. The double-wishbone rear suspension features strengthened components and pillow ball bushings for improved ride, straight-line stability and handling response.

The Impreza's 2.0-liter 4-cyl. Boxer engine produces 148 hp at 6,200 rpm and 145 lb.-ft. of peak torque at 4,200 rpm. The long-stroke configuration (84mm bore and 90mm stroke) emphasizes low and mid-range torque. The camshafts are chain driven vs. belt-driven in the previous Impreza engine, reducing long-term servicing costs. The new 2.0-liter engine employs the dual Active Valve Control System (AVCS) variable valve timing to optimize torque performance and emissions.

In the 2014 Impreza 2.0i, the responsive BOXER engine can be matched to a 5-speed manual transmission or the lighter, more compact second-generation version of the Lineartronic CVT that is now also used in the Legacy®, Outback® and Forester and XV Crosstrek models.

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. With adaptive control, the CVT continually optimizes pulley gear ratios based on driving preferences and road conditions.

All Impreza models (5-speed and CVT) feature Incline Start Assist, which helps prevent the vehicle from rolling back when moving away from a stop on an incline. 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. In the base 2.5i models with the CVT, a driver-selectable Low shift mode can provide additional engine braking when traveling down a grade, to enhance vehicle control.

Other technologies helping boost fuel efficiency in the Impreza include an electric power steering system, which by itself contributes a 2-percent efficiency increase, along with low rolling resistance tires. An ECO gauge in the instrument panel encourages the driver to operate the vehicle as economically as possible.

Subaru Quality and Value Throughout

In addition to its standard Symmetrical All-Wheel Drive, the 2014 Subaru Impreza delivers exceptional value throughout. Rich looking appointments and details abound, including soft-touch materials for the dashboard, door trim and center console armrest. Roomy door pockets can hold plastic drink bottles and large maps. Numerous compartments located in and around the center console hold all manner of today's personal items, such as phones, USB drives and MP3 players.

All 2014 Impreza models feature a lengthy list of standard amenities, among them 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. Carpeted floor mats, an extra-cost option in many cars, are standard in all Impreza models.

Impreza Premium models increase handling agility with standard 16-inch alloy wheels and a rear suspension stabilizer bar. The list of amenities grows to include steering wheel audio and Bluetooth® control switches, 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, includes 2-stage heated front seats, heated exterior mirrors and a windshield wiper de-icer.

The Premium models offer an available power moonroof and a navigation system with comprehensive infotainment upgrade. In addition to the Aha smartphone integration added for 2014, the 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 (4-month trial subscriptions included). Updated map data can be downloaded to a personal computer and then transferred into the system via secure digital (SD) card.

For an even sportier driving experience and appearance, 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 to further enhance agility. The Impreza 2.0i Sport Premium also makes standard the All-Weather Package (for CVT; already standard on 2.0i Premium 5-speed), 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. The navigation system and power moonroof are options.

Symmetrical All-Wheel Drive: Two Different Types

Subaru offers two different versions of Symmetrical All-Wheel Drive in the 2013 Impreza 2.0i, each tailored to the type of transmission. In models equipped with the 5-speed manual transmission, the Continuous AWD system uses a viscous-coupling locking center differential to distribute torque a nominal 50/50 front to rear. Slippage at either the front or rear wheels will cause the system to send more torque to the opposite wheels.

Models equipped with the Lineartronic CVT use Active Torque Split AWD. An electronically managed continuously variable transfer clutch actively controls power distribution in response to driving conditions and wheel slippage.

The Subaru Safety Standard

The 2014 Subaru Impreza has earned the Insurance Institute for Highway Safety (IIHS) "Top Safety Pick" rating. Subaru designed the new-generation Impreza to excel under the new, more stringent NHTSA testing regimen. The body structure makes greater use of high-tensile strength steel than the previous model and features special stiffening elements at key locations.

All 2014 Impreza models feature a driver's knee airbag on a roster of safety features that also includes standard front side pelvis/torso airbags and side curtain airbags that offer front and rear outboard seat coverage. The passenger-seat front airbag features a shell-type design with a center groove, thus exposing the passenger to less impact force upon deployment.

All 2014 Impreza models are equipped with a standard 4-wheel disc Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and the Brake Assist safety system. The Brake Override system ensures that the engine power will be cut when both the brake and accelerator are pressed simultaneously. Vehicle Dynamics Control (VDC) combines stability and traction control functions.

Subaru produces a full line of all-wheel drive sedans, crossovers and SUVs, along with the rear-wheel drive BRZ sports car that was introduced for model year 2013.

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.

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