



Media Information

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2015 SUBARU IMPREZA EARNS 2014 IIHS TOP SAFETY PICK+ AWARD

Cherry Hill, N.J., Nov 20, 2014 - Subaru of America, Inc. announced today that the Insurance Institute for Highway Safety (IIHS) has recognized the new 2015 Subaru Impreza as an IIHS 2014 TOP SAFETY PICK, and when equipped with the optional EyeSight® Driver Assist Technology, the model receives the IIHS 2014 TOP SAFETY PICK+ award.

The redesigned 2015 Impreza achieved the highest possible rating of 'Good' in the Institute's crashworthiness evaluations of front small overlap, front moderate overlap, side impact, roof crush and rear impact. The vehicle also received a 'Superior' rating in the Institute's front crash avoidance testing.

Subaru has more 2014 IIHS Top Safety Pick awards than any other brand. Seven Subaru models, including the Legacy, Outback, Forester, BRZ, WRX/STI and XV Crosstrek (model year 2014), have earned 2014 safety awards from IIHS – three with TOP SAFETY PICK and four with TOP SAFETY PICK+ including its Impreza, Forester, Legacy and Outback models equipped with optional EyeSight.

"The Institute's findings demonstrate our dedication to providing our customers with the latest advancements in safety technology," said Thomas J. Doll, president and chief operating officer, Subaru of America, Inc. "We are proud of the 2014 TOP SAFETY PICK endorsement for every Subaru vehicle in our line-up and to be the only manufacturer with IIHS Top Safety Picks for all models for the last five years (2010-2014)."

Redesigned for 2015, the Impreza is available in 4-door and 5-door models and offers the highest fuel economy of any gasoline all-wheel drive car available in the U.S. Its EPA estimated ratings of up to 28 mpg city / 37 mpg highway and 31 mpg combined for models with the Lineartronic® continuously variable transmission (CVT) are comparable with front-wheel drive cars. Impreza sedan pricing begins at \$18,195, while Impreza 5-door model pricing starts at \$18,695. EyeSight Driver Assist Technology is available on the Impreza 2.0i Limited 4-door beginning at \$25,090* and the 2.0i Sport Limited beginning at \$26,885* (*excluding destination/delivery).

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 retailers 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 media.subaru.com.