



Media Information

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SUBARU ANNOUNCES PRICING ON 2017 WRX® AND WRX STI® MODELS AND 2016 CROSSTREK SPECIAL EDITION

- Crosstrek Special Edition in "Pure Red" limited to 1,500 units
- Blind Spot Detection/ Rear Cross Traffic Alert available on base WRX STI
- Reverse Automatic Braking available on WRX Limited with EyeSight®
- WRX starts at \$26,695 and WRX STI starts at \$35,195

Cherry Hill, N.J., Apr 15, 2016 - Subaru of America, Inc. today announced pricing on the 2017 WRX and WRX STI models, featuring expanded availability of safety technology, including Blind Spot Detection and Rear Cross Traffic Alert. The 2017 models will arrive at Subaru retailers this summer.

Subaru introduced the new-generation WRX and WRX STI for 2015 featuring a new wide-body sedan design with a significantly stiffer chassis resulting in an expanded performance envelope. These models saw record growth of 32-percent for the 2016 models.

The 2017 WRX continues in standard, Premium and Limited trim lines, starting at an MSRP of \$26,695, just a \$100 increase over the previous model. The 305-horsepower 2017 WRX STI, distinguished by exclusive performance components, is offered in standard and Limited trim lines starting at an MSRP of \$35,195. Limited trim models maintain pricing from 2016 models.

For 2017, WRX and WRX STI models receive new tricot headliners. Previously only offered on premium trim and higher, the base WRX STI offers auto on/off headlights. Power window auto up/down function on driver and front passenger windows with anti-pinch protection standard on all trim levels.

WRX: 268-hp Segment Scorchers

With its 268-horsepower, 2.0-liter direct injection turbo BOXER engine and standard Symmetrical All Wheel Drive, the rally-bred WRX is a performance and value benchmark in the high-performance AWD sport-compact segment. The 2017 WRX comes standard with a 6-speed manual transmission and offers an optional performance automatic transmission, the Sport Lineartronic™ with manual mode.

New Safety Tech

The 2017 Subaru WRX offers the company's EyeSight® Driver Assist Technology, one of the highest-rated front crash prevention systems by the Insurance Institute of Highway Safety (IIHS). EyeSight, which is integrated with Adaptive

Cruise Control, Pre-Collision Braking and Lane Departure warning, uses Subaru-developed stereo camera technology. Reverse Auto Braking is included on 2017 WRX Limited models equipped with EyeSight.

EyeSight is available for the WRX Limited (with Sport Lineartronic transmission) in a package that also includes Navigation and Blind Spot Detection, Lane Change Assist and Rear Cross Traffic Alert. This comprehensive technology upgrade package also includes a harman/kardon® amplifier and 9-speaker premium sound system plus Keyless Access and Push-Button Start with Pin Code Access.

Models equipped with EyeSight also come with Steering Responsive Fog lights. This feature (which works when the fog lights are turned off) activates the left or right fog light independently, depending on the vehicle speed and steering angle, to provide enhanced illumination in the direction of the turn. The fog lights are pre-aimed for maximum coverage in corners.

Today's Most In-Demand Infotainment Technology

The standard WRX has SUBARU STARLINK™ 6.2" Multimedia system featuring today's most in-demand user technologies, including: 6.2-in. multi-function touch screen display, AM/FM stereo, SiriusXM® Satellite Radio, HD Radio®, Radio Data Broadcast System, single-disc CD player, SUBARU STARLINK™ connectivity with Aha™ and Pandora® smartphone integration, iHeart® Radio, Bluetooth® hands-free phone connectivity and audio streaming, iPod® control capability, a USB port and auxiliary input jack. A rear vision camera is standard on all trims.

The SUBARU STARLINK™ 7.0" Multimedia Navigation system includes all features of the 6.2" multimedia system and adds a high-resolution 7" LCD screen featuring multi-touch gesture controls. In addition, this system includes SMS text messaging, iTunes® tagging capability and dual USB ports. SiriusXM Traffic® and Travel Link® are also available with a subscription. Also included with the system are three years of complimentary map updates.

The top-of-line Limited trim builds on the Premium, bringing luxury to the WRX with leather-trimmed upholstery, an 8-way power driver's seat and Welcome Lighting. Exclusive to the WRX Limited, LED low-beam headlights provide a unique look and enhanced visibility. The high beams are multi-reflector halogen units, and the system includes automatic off/on. Pricing on the Limited trim begins at \$30,995.

2017 Subaru WRX STI: Heart and Soul of a Rally Champion

The WRX STI is powered by the legendary 305-horsepower 2.5-liter turbocharged/intercooled BOXER engine. The WRX STI Limited features a low-profile trunk spoiler as a no-cost option in place of the standard large signature wing.

The WRX STI Limited returns with the luxury of leather-trimmed upholstery, an 8-way power driver's seat and power moonroof. Blind Spot Detection and Rear Cross Traffic Alert are both included, plus Keyless Access and Push Button Start with PIN Code Access. The SUBARU STARLINK™ 7.0" Multimedia Navigation system is standard and is combined with the harman/kardon amplifier and 9-speaker premium sound system.

Exclusive STI Performance Engineering

The WRX STI features a rally-bred drivetrain and Multi-Mode Driver Controlled Center Differential (DCCD) Symmetrical All-Wheel Drive that is exclusive to this model. Standard handling technologies include Active Torque Vectoring, Multi-Mode Vehicle Dynamics Control and a Brembo® Performance Brake System with Super Sport ABS.

The WRX STI is equipped exclusively with a specially reinforced 6-speed manual transmission. A flat-bottom, leather-wrapped tilt/telescoping steering wheel integrates switches for audio and Bluetooth. The STI Design electroluminescent gauge panel integrates a 3.5-in. central LCD screen that displays various functions such as windshield washer fluid and the selected gear.

The Subaru Intelligent Drive (SI-DRIVE) powertrain management system (also on the WRX Premium and Limited with automatic transmission) allows the driver to tailor the car's driving characteristics by choosing from three selectable modes – Intelligent, Sport and Sport Sharp – using a rotary dial on the center console. SI-DRIVE alters vehicle

performance characteristics by regulating the engine control module and by fine-tuning the electronic throttle control system.

2017 Subaru WRX and WRX STI				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery (\$820)
WRX	6MT	01	\$26,695	\$27,515
WRX Premium	6MT	11, 12	\$28,995	\$29,815
WRX Premium	CVT	11	\$30,195	\$31,015
WRX Limited	6MT	21, 22	\$30,995	\$31,815
WRX Limited	CVT	21, 23	\$32,195	\$33,015
WRX STI	6MT	02, 03	\$35,195	\$36,015
WRX STI Limited – Wing	6MT	21	\$39,995	\$40,815
WRX STI Limited- Low Profile Trunk Spoiler	6MT	21	\$39,995	\$40,815
CODE 01 Standard WRX Model				--
CODE 11 Standard WRX Premium Model				--
CODE 12 7.0" MultiMedia Audio w/harman/kardon amplifier and speakers				\$1,600
CODE 21 Standard WRX Limited Model				--
CODE 22 WRX Limited Navigation System + harman/kardon amplifier & speakers + Keyless Access & Start + Blind Spot Detection+ Rear Cross Traffic Alert				\$2,600
CODE 23 Navigation System + Harman/kardon amplifier & speakers + Keyless Access & Start + Blind Spot Detection + Rear Cross Traffic Alert + EyeSight				\$3,795
CODE 02 Standard WRX STI Model				--
CODE 03 Base WRX STI Navigation System + harman/kardon amplifier & speakers + Keyless Access & Start + Blind Spot detection + Rear Cross Traffic Alert				\$2,600
CODE 21 Standard WRX STI Limited Model				--

Destination & Delivery (D&D) is \$820 & includes handling & inland freight charges to dealer's location and may vary in the following states: CT, HI, MA, ME, NH, NJ, NJ, RI, & VT. D&D to dealers in Alaska is \$970.

Versatile, Fun-to-Drive Crosstrek

Based on the 2.0i Premium, the Special Edition features Subaru "Pure Red" exterior color and matching foldable mirrors with integrated turn signals. Red stitching accents the leather-wrapped shift lever handle, steering wheel and door panels. Unique to this model is red interior dash trim with a black inlay. Also, red interior ambient lighting casts a soft red glow onto the front floor area and storage space below the climate control. The SE Crosstrek will begin arriving into retailers in June 2016 and is priced at \$25,595.

The Special Edition includes the All-Weather Package (heated front seats, heated exterior mirrors and windshield wiper

de-icer), Power Moonroof, Instrument Panel with color LCD, Keyless Access with Push-Button Start, and Blind Spot Detection / Rear Cross Traffic Alert System (which includes Lane Change Assist). The SUBARU STARLINK™ 6.2" multimedia system with a 6.2-in. display comes standard on the Special Edition and adds Sirius XM® satellite radio. The system includes AM/FM stereo with HD Radio®, Radio Data Broadcast System, single-disc CD player, Bluetooth® hands-free phone connectivity and audio streaming, iPod® control, a USB port and an auxiliary input jack. Smartphone integration features Aha™ and Pandora®, along with new SUBARU STARLINK Cloud Applications Stitcher™, Calendar, Music Player, News, Weather and iHeart® Radio. SiriusXM® All Access Radio includes a four-month free trial starting at delivery and can continue with a paid monthly subscription. The 6.2-in. screen also displays the rear vision camera view to provide an additional level of convenience and safety.

2016 Subaru Crosstrek Special Edition				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery (\$850)
Crosstrek	CVT	15	\$25,595	\$26,445

Destination & Delivery (D&D) is \$850 & includes handling & inland freight charges to dealer's location and may vary in the following states: CT, HI, MA, ME, NH, NJ, NJ, RI, & VT. D&D to dealers in Alaska is \$1,000.

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 620 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.