

2012 Impreza



Carter Subaru Ballard

5201 Leary Ave NW, Seattle, WA 98107

Sales: (888) 843-2701

SERVICE: (877) 835-5240

Parts: (877) 884-0162

Love. It's what makes a Subaru, a Subaru.



Your life. Your journey. Your Impreza.

The All-new 2012 **Subaru Impreza**

A new car is a big commitment, but wait until you find out just how committed the all-new Impreza will be to you. Not only will it help you save at the pump, it'll reward you on the road with more comfort and versatility. And you know you can count on its trademark Subaru control and durability to last.



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Impreza 2.0i Limited 4-door and 5-door in Ice Silver Metallic and Dark Gray Metallic.



Efficient

From body frame to drivetrain, we've focused the design of the new Impreza on saving fuel. And at 36 miles per gallon, it's the most fuel-efficient all-wheel drive vehicle in America¹.

¹ Manufacturer estimated fuel economy for 2012 Subaru Impreza 2.0i CVT at 36 highway MPG. Comparison based upon EPA estimated highway



Spacious

A new, cabin-forward design has opened up the interior and made this the most spacious Impreza ever. It means more room for you, all your passengers and your cargo.



Fun

Zippy handling. Punchy acceleration. Comfy seating. Combine these with cool technology and engaging features, and you'll never want to park.



Capable

Only a handful of compact cars offer all-wheel drive. And none of them offers the legendary traction of Subaru Symmetrical All-Wheel Drive—except the Impreza.

Never underestimate
the power of play.



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Sips fuel. **Relishes every ride.**



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Interior Features

Inside, the new Impreza is loaded with available features that put control at your fingertips and technology at your service. Thoughtful things like steering-wheel-mounted controls and automatic climate control mean you can focus more on driving and less on fiddling. Let the high-resolution navigation system guide you while you



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Settle in. Fall in love.



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It's compact,
but your world won't be.



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Fits more, so you can do more.

Serious.

Enjoyment.



Added Safety

New features and design take trademark Subaru safety to the next level. We've strengthened the body structure by using more high-tensile steel, and we've added a driver's knee airbag to help protect the lower extremities of the driver.¹



Fuel Efficiency

36 MPG² means you'll be able to drive the new Impreza more than 500 miles between fill-ups. Road trip anyone? And expect to enjoy those miles more, thanks to the smooth-performing efficiency of Lineartronic[®] CVT and a new SUBARU BOXER[®] engine with better low-end response.



Subaru Symmetrical AWD

All-wheel drive isn't just for SUVs and road-hugging sports cars. The Impreza gives you the confidence-inspiring stability and traction of Subaru AWD with exceptional efficiency. You'll discover how many opportunities open up when your limitations fade away.

1 Always wear seatbelts. Children should be properly restrained in the rear seat.
2 Manufacturer estimated fuel economy for 2012 Subaru Impreza 2.0i CVT at 36 highway MPG. Comparison based upon EPA estimated highway fuel economy for all 2011 AWD vehicles. Actual mileage may vary.



More space. More rewards.

It's still compact on the outside, but the new Impreza is a pretty big deal. It's big on shoulder room and legroom—even for rear seat passengers. It's big on cargo room with up to 52.4 cubic feet of easy-access space. And it's big on interior rewards with generous use of soft-touch materials and modern, refined design.



Redesigned Suspension

Curvy roads will be your new best friends. The Impreza will dial up your drive with exciting agility and precision, thanks to a new suspension design that's added pillow ball bushings to the double wishbone rear suspension—making it tighter and more responsive.



Bluetooth[®] Hands-free

Stay connected, stay entertained, but keep your hands where they belong. The new Impreza is available with both Bluetooth hands-free calling and Bluetooth audio streaming—allowing you to make calls and stream music—all without wires.



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Which Impreza is yours?

2.0i 4-door and 5-door



- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® CVT (Continuously Variable Transmission)
- 15-inch steel wheels with covers
- Cloth upholstery
- 6-way manually adjustable driver's seat, 4-way manually adjustable front-passenger's seat.
- 4-speaker single-CD audio system
- Multi-function Display

2.0i Premium 4-door and 5-door



- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- Cloth upholstery
- 6-way manually adjustable driver's seat, 4-way manually adjustable front-passenger's seat.
- ▲ 16-inch aluminum-alloy wheels
- ▲ Body-color side mirrors
- ▲ 6-speaker single-CD audio system with USB port/iPod® control and Bluetooth® connectivity
- ▲ Electronic cruise control
- ▲ Optional Alloy Wheel Package
- ▲ Optional Navigation System
- ▲ Optional All-Weather Package

2.0i Limited 4-door and 5-door



- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- Optional Navigation System
- ▲ Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- ▲ 17-inch aluminum-alloy wheels
- ▲ Fog lights
- ▲ Leather-trimmed upholstery
- ▲ Automatic climate control system
- ▲ 6-speaker single-CD audio system with HD Radio™, USB port/iPod® control and Bluetooth® connectivity
- ▲ Auto-on/off headlights
- ▲ All-Weather Package

2.0i Sport Premium 5-door



- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- Fog lights
- 17-inch aluminum-alloy wheels with gray finish
- Roof rails, black finish
- Striped cloth upholstery
- 6-speaker single-CD audio system with USB port/iPod® control and Bluetooth® connectivity
- 6-way manually adjustable driver's seat, 4-way manually adjustable front-passenger's seat.
- All-Weather Package

2.0i Sport Limited 5-door



- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- Fog lights
- 17-inch aluminum-alloy wheels with gray finish
- Roof rails, black finish
- 6-way manually adjustable driver's seat, 4-way manually adjustable front-passenger's seat.
- All-Weather Package
- ▲ Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- ▲ Leather-trimmed upholstery
- ▲ Automatic climate control
- ▲ 6-speaker single-CD audio system with HD Radio™, USB port/iPod® control and Bluetooth® connectivity

▲ Additions or differences from preceding trim level.

ENGINE AND DRIVETRAIN	2.0i	2.0i Sport
Engine	2.0-liter DOHC aluminum-alloy 16-valve horizontally opposed 4-cylinder SUBARU BOXER® engine with Dual Active Valve Control System	
Power	148 hp @ 6,200 rpm	
Torque	145 lb-ft @ 4,200 rpm	
Manual transmission	Fully synchronized 5-speed manual. 2.0i, 2.0i Premium and 2.0i Sport Premium: Standard. 2.0i Limited and 2.0i Sport Limited: N/A.	
Automatic transmission	Lineartronic® CVT (Continuously Variable Transmission). 2.0i, 2.0i Premium and 2.0i Sport Premium: Optional. 2.0i Limited and 2.0i Sport Limited: Standard.	
CA Emissions	PZEV ¹ and LEV ²	

TRACTION AND STABILITY	2.0i	2.0i Sport
Symmetrical All-Wheel Drive	Standard	Standard
Vehicle Dynamics Control (VDC)	VDC electronic stability control utilizes sensors which constantly monitor wheel speeds, steering angle, brake pressure, vehicle yaw rate and lateral g-forces. If VDC detects a difference between the driver's intended path and the one the vehicle is actually taking, VDC applies braking power and/or reduces engine torque to help correct vehicle path.	
Traction Control System (TCS)	VDC also incorporates an all-wheel, all-speed traction control system which senses a loss of traction and applies braking force to the slipping wheel or wheels as necessary to maintain vehicle motion.	

FUEL	2.0i	2.0i Sport
Fuel economy (city/highway/combined) ³	Manual: 25/34/28 mpg (4-door) 25/33/28 mpg (5-door)	CVT: 27/36/30 mpg (4-door and 5-door)
Fuel requirement	Unleaded gasoline (87 octane)	
Fuel capacity	14.5 gallons	

CHASSIS	2.0i	2.0i Sport
Steering	Electric power-assisted rack-and-pinion. Turning circle: 34.8 feet.	
Suspension	4-wheel independent. Front: MacPherson strut type. Rear: Double-wishbone. Front and rear stabilizer bars (2.0i: Front stabilizer bar only).	
Brakes	4-wheel disc, ventilated front. 4-channel, 4-sensor ABS with Electronic Brake-force Distribution (EBD).	
Brake discs (front/rear)	10.9 inches/10.8 inches	
Brake Assist	When emergency braking is detected by how quickly the brake pedal is pressed, maximum brake pressure is immediately applied.	

WHEELS AND TIRES	2.0i	2.0i Sport
Wheels	2.0i: 15 x 6.0-inch steel with covers. 2.0i Premium: 16 x 6.5-inch 10-spoke aluminum-alloy. 2.0i Limited and Alloy Wheel Package: 17 x 7.0-inch 15-spoke aluminum-alloy.	17 x 7.0-inch 5-hole aluminum-alloy. Gray finish.
Tires	2.0i: 195/65 R15 89H all-season 2.0i Premium: 205/55 R16 89V all-season 2.0i Limited, Alloy Wheel Package: 205/50 R17 88V all-season	205/50 R17 88V all-season

EXTERIOR AND INTERIOR DIMENSIONS	4-Door	5-Door
Length/Width/Height	180.3 inches/68.5 inches/57.7 inches	173.8 inches/68.5 inches/57.7 inches (2.0i Sport: 57.9 inches/with roof rails: 59.5 inches)
Wheelbase	104.1 inches	104.1 inches
Track (front/rear)	59.4 inches/59.6 inches	59.4 inches/59.6 inches
Headroom (front/rear)	39.8 inches/37.1 inches (with moonroof: 37.2 inches/37.1 inches)	39.8 inches/37.7 inches (with moonroof: 37.2 inches/37.7 inches)
Legroom (front/rear)	43.5 inches/35.4 inches	43.5 inches/35.4 inches
Shoulder room (front/rear)	55.6 inches/54.2 inches	55.6 inches/54.2 inches
Passenger volume	96.9 cubic feet (with moonroof: 93.4 cubic feet)	97.5 cubic feet (with moonroof: 94.0 cubic feet)
Cargo volume	12.0 cubic feet	22.5 cubic feet (52.4 cubic feet with rear seat lowered)
Base curb weight (manual/automatic)	2.0i: 2,910 lbs/2,976 lbs 2.0i Premium: 2,954 lbs/3,009 lbs 2.0i Limited: N/A/3,053 lbs	2.0i: 2,910 lbs/2,976 lbs 2.0i Premium: 2,954 lbs/3,009 lbs 2.0i Limited: N/A/3,053 lbs 2.0i Sport Premium: 2,998 lbs/3,075 lbs 2.0i Sport Limited: N/A/3,086 lbs

Warranties

New Car Limited Warranty	3 years or 36,000 miles, whichever comes first.
Powertrain Limited Warranty	5 years or 60,000 miles, whichever comes first.
Wear Item Limited Warranty	3 years or 36,000 miles, whichever comes first. Repairs to the following items will also be covered under Wear Item Limited Warranty: • Brake Pads • Wiper Blades • Clutch Linings • Transmitter Batteries
Rust Perforation Limited Warranty	5 years, unlimited mileage.

EXTERIOR	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
Auto-on/off headlights	-	-	•	-	•
Fog lights	◻	◻	•	•	•
Black folding side mirrors	•	-	-	-	-
Body-color folding side mirrors	-	•	•	•	•
Body-color door handles	•	•	-	•	•
Body-color door handles with chrome accents	-	-	•	-	-
Heated side mirrors and windshield wiper de-icer (All-Weather Package)	-	◻	•	•	•
Single exhaust outlet with stainless tip (4-door)	-	◻ ³	•	-	-

SEATING AND TRIM	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
6-way manually adjustable driver's seat. 4-way manually adjustable front-passenger's seat.	•	•	•	•	•
Heated front seats (All-Weather Package)	-	◻	•	•	•
60/40-split flat-folding rear seatback	•	•	•	•	•
Leather-trimmed steering wheel	-	◻ ³	•	-	•
Leather-wrapped automatic transmission shifter handle	-	◻ ³	•	-	•
Tricot or Striped cloth upholstery	•	•	-	•	-
Leather-trimmed upholstery	-	-	•	-	•

CONVENIENCE FEATURES	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
Driver's auto up/down power window	•	•	•	•	•
Electronic cruise control	-	•	•	•	•
3-spoke steering wheel with audio, cruise control and Bluetooth® hands-free phone on/off controls	-	•	•	•	•
Automatic transmission manual-mode paddle shifters	-	◻	•	◻	•
Manually adjustable tilt/telescoping steering column	•	•	•	•	•
Center console with adjustable armrest lid	-	•	•	•	•

AUDIO AND COMMUNICATION SYSTEMS	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
4-speaker single-CD audio system	•	-	-	-	-
6-speaker single-CD audio system with USB port/iPod® control, Bluetooth audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack	-	•	-	•	-
6-speaker single-CD audio system with 4.3-inch LCD display, HD Radio™ with iTunes® tagging, USB port/iPod® control, Bluetooth audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack	-	-	•	-	•

INSTRUMENTATION	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
Analog speedometer, tachometer, "eco" fuel economy and fuel level gauges	•	•	•	•	•
Digital trip computer displaying current and average fuel economy, average vehicle speed, journey time, digital clock and ambient temperature	•	•	•	•	•

CLIMATE CONTROL	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
Manually adjustable CFC-free air-conditioning system with rotary controls for temperature, 4-speed fan and airflow direction	•	•	-	•	-
Automatic climate control system with controls for temperature, fan, airflow direction and CFC-free air conditioning	-	-	•	-	•

SECURITY	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
Keyless entry system with answer-back electronic chirp	•	•	•	•	•
Antitheft security system with engine immobilizer	•	•	•	•	•

SAFETY	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
ACTIVE					
Subaru Symmetrical All-Wheel Drive (AWD)	•	•	•	•	•
SUBARU BOXER® engine	•	•	•	•	•
4-wheel antilock brakes (ABS) with Electronic Brake-force Distribution (EBD)	•	•	•	•	•
Brake Assist	•	•	•	•	•
Vehicle Dynamics Control (VDC)	•	•	•	•	•
Traction Control System (TCS)	•	•	•	•	•
Tire Pressure Monitoring System (TPMS)	•	•	•	•	•
Daytime Running Lights (DRL)	•	•	•	•	•
PASSIVE					
Dual-stage deployment driver and front-passenger front airbags (SRS)*	•	•	•	•	•
Subaru advanced frontal airbag system (SRS)*	•	•	•	•	•
Side-curtain airbags protecting front and rear outboard occupants (SRS)*	•	•	•	•	•
Seat-mounted front side-impact airbags (SRS)*	•	•	•	•	•
Driver's side knee airbag (SRS)*	•	•	•	•	•
Whiplash protection front seats	•	•	•	•	•
Height-adjustable front seat head restraints	•	•	•	•	•
Three individual rear seat head restraints	•	•	•	•	•
Height-adjustable 3-point front seatbelts with pretensioners and force limiters. 3-point rear seatbelts at all seating positions.	•	•	•	•	•
LATCH system: Lower Anchors and Tethers for Children	•	•	•	•	•

OPTIONAL EQUIPMENT	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
Lineartronic® CVT (Continuously Variable Transmission)	◻	◻	•	◻	•
Power tilt/sliding-glass moonroof	-	◻ ⁵	◻	-	◻
Navigation System: Voice-activated 6.1-inch high-resolution touch-screen GPS navigation system and 6-speaker single-CD audio system with USB/iPod® control, HD Radio™ with iTunes® tagging, SMS text messaging capability, XM® Satellite Radio® and XM® NavTraffic®, Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack	-	◻ ⁵	◻ ⁷	-	◻ ⁷
Alloy Wheel Package: 17-inch alloy wheels, single exhaust outlet with stainless tip (4-door), leather-wrapped steering wheel and shifter handle	-	◻ ⁸	-	-	-
All-Weather Package: Windshield wiper de-icer, heated side mirrors and heated front seats	-	◻	•	•	•

• Standard ◻ Optional - Not equipped ◻ Available dealer-installed accessory

¹ 2012 Subaru Impreza 2.0 and Forester, Outback, Legacy 2.5 non-turbo models achieving a Partial Zero Emission Vehicle (PZEV) rating by the California Air Resources Board are available in all 50 states. Only those registered in California, Connecticut, Maine, Maryland, Massachusetts, New Jersey, New York, Rhode Island and Vermont will be eligible for the 15 years/150,000 mile emission warranty. Oregon, Pennsylvania and Washington vehicles are not covered under PZEV emissions control warranty. See your warranty maintenance booklet for additional information. ² 2012 EPA fuel economy estimates. Actual mileage may vary. ³ Included in Alloy Wheel Package. See Optional Equipment listing above. ⁴ The Supplemental Restraint System (SRS) (airbags) affords the driver and the front and rear outboard passengers additional protection in moderate to severe frontal and side-impact collisions. This system provides supplemental protection only, and seatbelts must be worn in order to avoid injuries to out-of-position occupants upon airbag deployment and to provide the best combined protection in a serious accident. Children should always be properly restrained in the rear seat. ⁵ Requires optional All-Weather and Alloy Wheel Packages. ⁶ Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your dealer. ⁷ Requires optional moonroof. ⁸ Requires optional moonroof and All-Weather Package.

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Which wheels?



2.0i Premium



2.0i Limited and Alloy Wheel Package



2.0i Sport Premium and 2.0i Sport Limited

Make your Impreza truly yours.



All-weather Floor Mats

Custom-fitted heavy gauge floor mats help protect the vehicle carpet from sand, dirt and moisture.

Not intended for use over top of carpeted floor mats.



Trunk Spoiler

Enhances the performance look of the 4-door Impreza. Features an integrated L.E.D. brake light and comes pre-painted to match your Impreza.



Remote Engine Starter

Allows vehicle to start from the convenience of home or the office (up to 400 feet away depending on obstructions) so that the vehicle interior temperature is more comfortable. Remote confirms when vehicle engine has been started.



Body Side Moldings

Attractive, color-matched moldings coordinate with the styling of the vehicle while helping to protect doors from unsightly dings.



Sport Mesh Grille

Bold metal mesh design that adds an aggressive look to the Impreza. Grille comes pre-painted and ready to install.



Fog Lamp Kit

Casts a low and wide beam of light to enhance vision in inclement weather. Kit includes chrome surround bezels.



Front Underspoiler

Two-piece design integrates into the front end to help create a unique, custom appearance. The Front Underspoilers are pre-painted and easily installed onto the front end of all Impreza models.



Roof Cargo Carrier

Provides 13 cubic feet of lockable storage capacity. Opens from rear to accommodate loading from three sides. Measures 56"L x 36"W x 18"H.

Requires Crossbar Kit. Consult vehicle owner's manual for total roof load limit.



Rear Seatback Protector

Helps protect 5-door rear seatbacks from dirt and spills when the rear seats are folded flat.



Side Window Visors

Designed to let the fresh air in while helping to keep the rain out of the vehicle. Black acrylic plastic construction is designed specifically for an exact fit on the Impreza models.

May not be legal in all states. Please check the laws of your state.



Auto-dimming Mirror with HomeLink®

Mirror darkens when headlights are detected. Includes a compass and three HomeLink buttons programmable for most garage door openers and other HomeLink-compatible devices.



Rear Cargo Tray

Helps protect cargo area from dirt and spills while providing a surface that helps reduce the shifting of cargo when driving. Also available for Impreza 4-door models.

Paint



Satin White Pearl



Ice Silver Metallic



Sky Blue Metallic



Camellia Red Pearl



Deep Cherry Pearl



Marine Blue Pearl



Dark Gray Metallic



Obsidian Black Pearl



Sky Blue Metallic/
Ice Silver Metallic



Obsidian Black Pearl/
Dark Gray Metallic



Sage Green Metallic/
Ice Silver Metallic

Upholstery



Ivory Tricot (IT)



Ivory Striped Cloth (ISC)



Black Tricot (BT)



Black Striped Cloth (BSC)



Black Leather (BL)



Ivory Leather (IL)

Color Combinations

	2.0i-2.0i PREMIUM	2.0i LIMITED	2.0i SPORT PREMIUM	2.0i SPORT LIMITED
Satin White Pearl	IT	IL	ISC	IL
Ice Silver Metallic	BT	BL	BSC	BL
Sky Blue Metallic	IT	IL	-	-
Camellia Red Pearl	BT	BL	BSC	BL
Deep Cherry Pearl	IT	IL	-	-
Marine Blue Pearl	BT	BL	BSC	BL
Dark Gray Metallic	BT	BL	BSC	BL
Obsidian Black Pearl	IT	IL	ISC	IL
Sky Blue Metallic/Ice Silver Metallic	-	-	ISC	IL
Obsidian Black Pearl/Dark Gray Metallic	-	-	BSC	BL
Sage Green Metallic/Ice Silver Metallic	-	-	ISC	IL

- Not available

Responsible. Reliable. Ready to join the family.

At Subaru, we're committed to building a lasting, rewarding relationship with you and the world we share. We start by building our vehicles to last—it's why 96% of all the vehicles we've built in the last 10 years are still on the road today.¹ We also share your desire for a cleaner, greener world. The Forester, Impreza, Legacy and Outback have all been recognized with Partial Zero Emission Vehicle—PZEV²—status because of their exceptionally low emissions. What's more, in 2004 Subaru of Indiana Automotive, Inc. (SIA) became the first manufacturing facility in the U.S. to reach zero landfill status—nothing from its manufacturing efforts ever goes into a landfill.



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5201 Leary Ave NW, Seattle, WA 98107



Find out more about our efforts to keep it cleaner and greener.
subaru.com/environment



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These brochures were printed with vegetable-based inks and produced using a "Green Printing Process" and FSC[®] standards. The Forest Stewardship Council™ (FSC) is an international organization that brings people together to find solutions which promote responsible stewardship of the world's forests and environments.

By producing these brochures in a green way rather than by traditional methods, we saved 46 trees preserved for the future; 133 lbs water-borne waste not created; 19,503 gallons wastewater flow saved; 2,158 lbs solid waste not generated; 4,249 lbs net greenhouse gases prevented; 32,521,000 BTUs energy not consumed.

¹ Based on Polk U.S. vehicles in operation registration statistics 2001–2010. ² 2012 Subaru Impreza 2.0 and Forester, Outback, Legacy 2.5 non-turbo models achieving a Partial Zero Emission Vehicle (PZEV) rating by the California Air Resources Board are available in all 50 states. Only those registered in California, Connecticut, Maine, Maryland, Massachusetts, New Jersey, New York, Rhode Island and Vermont will be eligible for the 15 years/150,000 mile emission warranty. Oregon, Pennsylvania and Washington vehicles are not covered under PZEV emissions control warranty. See your warranty maintenance booklet for additional information.