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FOR IMMEDIATE RELEASE

## **SUBARU OF AMERICA ANNOUNCES PRICING ON UPDATED 2018 WRX®**

- Revised front styling for a more aggressive look
- Suspension optimized for better handling and ride comfort
- New available Recaro® seats
- Performance Package option
- New EyeSight® Driver Assist Technology safety features
- Upgraded interior materials and quieter cabin

Subaru of America, Inc. announced pricing on the updated 2018 WRX that debuts performance, comfort, design and safety enhancements for a more rewarding driving experience. With its 268-hp, 2.0-liter direct injection turbocharged BOXER engine, Symmetrical All Wheel Drive and Active Torque Vectoring, the rally-bred WRX is a performance and value benchmark in the high-performance AWD sport-compact segment.

The 2018 WRX debuts a more aggressive front-end design with a larger, lower grille opening. The WRX features new front and rear suspension tuning for improved steering stability and ride comfort, while retaining the car's high cornering performance capability. The WRX comes standard with a 6-speed manual transmission and offers an optional performance automatic transmission, the Sport Lineartronic® CVT with manual mode. The standard trim 2018 WRX begins at \$26,995.

New measures that reduce unwanted noise on the 2018 WRX include thicker door glass, revised door sealing and a foam-filled windshield header beam. A new, larger high-definition multi-function display (5.9-inch vs. 4.3-in. before) makes it easier to see vehicle functions at a glance. The

standard WRX adds heated exterior mirrors (already standard on other trims), while the WRX Premium upgrades to a SUBARU STARLINK™ 7.0” multimedia audio unit from the previous STARLINK 6.2” unit.

Additional upgrades on all models are a new sport design instrument cluster with color LCD display; power window with off delay on front driver and passenger windows; and dual rear seat armrest cup holders. Premium trim WRX models receive new 18-in. alloy wheels. The Premium trim models are well-priced from \$29,295.

A new optional Performance Package for the WRX Premium features Recaro performance design front seats with 8-way power driver seat; red-painted front and rear brake calipers with upgraded JURID® brake pads; and moonroof delete for weight reduction. The Performance Package is competitively priced at \$2,050 and offered exclusively on 6-speed manual transmission WRX Premium.

Priced from \$31,595, the WRX Limited comes standard with a 6-speed manual transmission. A Sport Lineartronic® CVT with steering wheel paddle shift controls is also available. WRX Limited models now feature 10-way power driver seat with power lumbar adjustment. The WRX Limited has redesigned LED Steering Responsive Headlights as well as LED fog lights to help improve nighttime visibility. A navigation package including Harman Kardon® audio and Blind Spot Detection/Rear Cross Traffic Alert is optional on WRX Limited 6MT models for \$2,100.

Subaru’s EyeSight Driver Assist Technology is available on WRX Limited with CVT. Updated for 2018, EyeSight now features Auto Vehicle Hold (AVH), and a new EyeSight Assist Monitor (EAM). The EAM uses LED indicators to display EyeSight status and alerts on the windshield, allowing the driver to see them without diverting eyes from the road. The AVH feature replaces the Hill Holder and Hill Start Assist functions and offers greater functionality, holding the vehicle on all road grades, not only inclines. The suite of EyeSight safety technologies plus navigation is available for \$3,300.

In addition to Keyless Access with Push Button Start and Pin Code Access, the Limited offers automatic LED low and high beam height adjustment control and auto on/off windshield wiper operation when headlights are in automatic mode. A new High Beam Assist system automatically switches between high and low beams and is standard with EyeSight.

2018 SUBARU WRX AND WRX STI				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery
<b>WRX MODELS</b>				
Standard WRX	6MT	'01	\$26,995	\$27,855
WRX Premium	6MT	11, 12	\$29,295	\$30,155
WRX Premium	CVT	11	\$30,495	\$31,355

WRX Limited	6MT	21, 22	\$31,595	\$32,455
WRX Limited	CVT	21, 23	\$32,795	\$33,655
<b>WRX STI MODELS</b>				
Standard WRX STI	6MT	'02 '03	\$36,095	\$36,955
WRX STI Limited- Wing	6MT	21	\$40,895	\$41,755
WRX STI- Low Profile Trunk Spoiler	6MT	21	\$40,895	\$41,755

<b>2018 WRX and WRX STI Option Packages</b>	
<b>WRX Models</b>	
CODE 01 Standard Model	N/A
CODE 11 Standard WRX Premium	N/A
CODE 12 Performance Package: Recaro® Front Seats, Red-Painted Brake Calipers, Moonroof Delete	\$2,050
CODE 21 Standard WRX Limited	N/A
CODE 22 Navigation + Audio w/ Harman/Kardon® Amplifier and Speakers + Blind Spot Detection/ Rear Cross Traffic Alert	\$2,100
CODE 23 EyeSight®+ Navigation + Audio w/ Harman/Kardon® Amplifiers and Speakers + Blind Spot Detection/ Rear Cross Traffic Alert	\$3,300
<b>WRX STI Models</b>	
CODE 02 Standard WRX STI	N/A
CODE 03 Recaro® Front Seats + Keyless Access with Push-Button Start	\$2,500
CODE 21 Standard WRX STI Limited	N/A

Destination & Delivery is \$860 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,010 for dealers in Alaska.

### About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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