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**FOR IMMEDIATE RELEASE**

## **SUBARU OF AMERICA INTRODUCES 2018 SUBARU IMPREZA MODELS**

- Built on new Subaru Global Platform
- Available Sedan and 5-door models
- 2.0-liter 4-cylinder BOXER engine with direct fuel injection
- New automatic headlight activation with windshield wiper operation
- Available EyeSight® Driver Assist Technology
- Multimedia Systems include Apple CarPlay and Android Auto

Cherry Hill, N.J. – Subaru of America, Inc. introduced the 2018 Impreza sedan and 5-door models, taking this first U.S.-built Impreza into its second model year with the momentum of significantly increased sales behind it. Available in base, Premium, Sport and Limited trim levels, the new-generation Impreza is built on the new Subaru Global Platform that delivers significantly higher levels of driving pleasure, agility, crash protection and ride comfort.

The new-generation Impreza debuted a roomier body, the brand's new design language and new driver-assist technology. Multimedia features include standard Apple CarPlay™, Android® Auto and Near Field Communication connectivity. With the Impreza having been all-new from the wheels up for 2017, the 2018 models add automatic headlight activation with windshield

wipers turned on in the Premium, Sport and Limited trims. All Impreza models are equipped with standard Subaru Symmetrical All-Wheel Drive (AWD).

All 2018 Impreza models are powered by the FB 2.0-liter 4-cylinder SUBARU BOXER® engine with direct fuel injection, offering 152 horsepower and 145 lb-ft of torque. A 5-speed manual transmission is standard for Impreza 2.0i and 2.0i Sport models. The Lineartronic® CVT (continuously variable transmission) is standard for Premium and Limited trims which features a 7-speed manual mode function with steering wheel paddle shifters that allow the driver to control the transmission via seven pre-set ratios. (The 7-speed function is also included on the 2.0i Sport models when equipped with this transmission.) The 2018 Impreza achieves up to an EPA-estimated 38 highway MPG and more than 450 miles of range on a full tank, making it one of the most fuel-efficient all-wheel drive vehicles sold in the U.S.

### **Dramatic Design on a New Structure That is Future-Ready**

Subaru's new design language puts the brand's signature hexagonal grille and C-shaped headlights onto a more sculptural body and its athletic stance is accentuated by prominent wheel arches and flowing lines. The dramatic new look carries into the cabin, with an outward-flow design that follows the front of the car.

The 2018 Impreza rides on a 105.1-in. wheelbase, up 1.0-in. over the previous-generation Impreza. Both the Sedan and 5-Door are 1.6-in. longer than the outgoing models, and both are 1.5 in. wider. The larger dimensions create a roomier cabin, while a 0.4-in. lower height helps improve aerodynamics with a lower coefficient of drag. Although sleeker in appearance than the previous models, the new-generation Impreza models preserve excellent all-around visibility.

The new Subaru Global Platform, together with the SUBARU BOXER engine, Symmetrical AWD, and EyeSight, represent the brand's core technologies and constitute the basic foundation of the next generation of Subaru vehicles. The new platform incorporates new framework with optimized cross sections and highly stiffened joints between structures to significantly enhance straight-line stability, agility, and ride comfort while suppressing noise, vibration, and harshness to a degree not seen in the compact class. Specifically, the Impreza's platform increases rigidity of the unitized body structure by 70 percent over the previous model.

A lower center of gravity and revised suspension systems contribute to the biggest-ever leap in Subaru's performance evolution. The double-wishbone independent rear suspension mounts its

rear stabilizer bar directly to the body, which helps reduce body roll by 50 percent compared to the previous model. Greater hazard-avoidance capability is another benefit of the Subaru Global Platform's inherent handling agility.

### **Standard Symmetrical All-Wheel Drive with Off-Pavement Control Systems**

The 2018 Impreza line offers two versions of Subaru Symmetrical AWD, each of which continuously powers all four wheels and can transfer more torque to the wheels with the best grip. Both versions integrate Vehicle Dynamics Control (VDC) to further enhance all-weather stability and traction but do not rely on VDC to distribute torque.

Impreza models equipped with the 5-speed manual transmission utilize a viscous-coupling locking center differential that distributes torque 50:50 and transfers more torque to the wheels with the best traction should slippage occur. In Impreza models with the Lineartronic CVT, an electronically managed continuously variable transfer clutch actively manages torque distribution based on acceleration, deceleration, cornering and available traction. This Active All-Wheel Drive system automatically transfers more torque to the wheels with the best grip should slippage occur.

### **Impreza Sport with Active Torque Vectoring**

Taking full advantage of the stiffer platform, the Impreza 2.0i Sport, available in sedan and 5-door, delivers a more fun-to-drive performance feel thanks to exclusive suspension tuning, 18-in. machine-finish alloy wheels and Active Torque Vectoring. The Sport also includes a 4-way Tire Pressure Monitoring System, which is also featured on the Premium and Limited trims.

The Impreza Sport comes well equipped, with upgrades over the Impreza Premium that include the SUBARU STARLINK™ 8.0" Multimedia Plus System, and a new Harman Kardon® premium audio system is available. Keyless Access & Push-Button Start, aluminum pedals, leather-wrapped steering wheel and shift handle, and a CVT shift boot round out the Sport's enhanced standard equipment.

### **IIHS TOP SAFETY PICK+**

The 2018 Impreza, when equipped with optional EyeSight Driver Assist Technology, received the 2017 *TOP SAFETY PICK* award and when equipped with both EyeSight and LED Steering Responsive Headlights, received the 2017 *TOP SAFETY PICK+* award from the Insurance Institute for Highway Safety.

The EyeSight system includes Adaptive Cruise Control, Automatic Pre-Collision Braking and Lane Departure and Sway Warning. Blind Spot Detection with Lane Keep Assist and Rear Cross Traffic Alert, Steering Responsive Headlights, and High Beam Assist are also available. The 2018 Impreza includes additional driver-assist technologies. Reverse Automatic Braking that can apply the vehicle's brakes if an obstacle is detected while reversing is standard on the Limited trim equipped with EyeSight. A rear vision camera with steering lines display is standard on all models.

The 2018 Impreza offers additional driver-assist technologies, including Reverse Automatic Braking and the display of steering lines for the standard rear vision camera. Reverse Automatic Braking can apply the vehicle's brakes if an obstacle is detected while reversing. A 4-way Tire Pressure Monitoring System can detect pressure drops at individual wheels. All 2018 Impreza models include, as standard equipment, Subaru advanced frontal airbag system, front driver and passenger seat side impact airbags, side curtain airbags and a driver's knee airbag.

### **SUBARU STARLINK In-Vehicle Technology**

SUBARU STARLINK Multimedia systems offer the latest in digital music playing, Bluetooth wireless capability, iPod® control, smartphone integration and more. The display screen acts as the display for the standard rear vision camera, and the top-level system includes navigation.

SUBARU STARLINK Connected Services include the Safety Plus package that offers SOS Emergency Assistance, Enhanced Roadside Assistance, Automatic Collision Notification, Maintenance Notifications, Monthly Vehicle Health Report, and Diagnostic Alerts. This package can be upgraded to the Safety Plus & Security Plus package that adds Stolen Vehicle Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Vehicle Locator.

### **Four Trim Levels**

The 2018 Impreza is offered in four trim levels: 2.0i base, Premium, Sport and Limited. The 2.0i starts with an extensive roster of standard features including the STARLINK 6.5" Multimedia System with 6.5-in. touchscreen; Android Auto™ and Apple CarPlay™; power windows with auto up/down for both driver and front passenger; 60/40-split fold-down rear seat; power door locks and side mirrors; multi-function display with fuel economy information; tilt and telescoping steering column; security system with engine immobilizer; carpeted floor mats and more.

The Premium trim adds new automatic headlight activation with windshield wiper operation along with SUBARU STARLINK Safety and Security features, 16-in. alloy wheels, and the All-Weather Package featuring heated front seats, windshield, and exterior mirrors. Premium 5-door Imprezas also feature standard roof rails. Stepping up to the Premium trim also brings wider option availability, including a power moonroof and driver assist technology systems.

Exclusive exterior styling and features setting the Impreza Sport apart include standard LED daytime running lights, black-finish front grille, body-color rocker panels, and turn signal side mirrors. The Impreza Sport 5-door features gloss black rear gate trim, while the Sport Sedan has a rear trunk spoiler. Inside the Sport, unique black cloth upholstery is trimmed with red stitching, a motif that repeats for the steering wheel, gear shift, instrument panel, and door trim. The instrument panel incorporates exclusive Sport gauges and a multi-function display.

Subaru elevated the status of the Limited trim in the new-generation Impreza. The exterior design is more upscale with LED headlights and distinctive “Konoji” LED daytime running lights and standard 17-in. machine finished alloy wheels. Judicious use of exterior chrome trim and turn signal side mirrors add a touch of elegance.

The Limited’s leather trimmed interior features double stitching on the door armrests and instrument panel, and a 6-way power driver’s seat. Standard amenities include an automatic climate control system, SUBARU STARLINK™ 8.0” Multimedia Plus System, leather wrapped steering wheel and shifter, and Keyless Access with Push-Button Start. The exclusive instrument panel features a high-grade instrument cluster with color LCD display and Harman Kardon premium audio is available. Models equipped with EyeSight also include High Beam Assist. The available navigation system features maps provided by TomTom®.

### **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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