



Aaron Cole
Product Communications Manager
856.488.3697
acole1@subaru.com

Miranda Jimenez
Product Communications Specialist
856.438.2820
mjimen@subaru.com

Karley Dowdy
Product Communications Specialist
856.488.8527
kdowdy@subaru.com

**SUBARU ANNOUNCES PRICING ON 2027 SUBARU IMPREZA,
MOST AFFORDABLE ALL-WHEEL DRIVE COMPACT CAR ON SALE IN U.S.**

- New 2027 Subaru Impreza base trim level starts at \$24,595 MSRP, \$2,000 lower than entry price for 2026 model
- 2027 Subaru Impreza RS retains same price as outgoing model
- Refined 2.5-liter, 180-horsepower SUBARU BOXER® engine standard across Impreza lineup
- Arriving at Subaru retailers in late 2026

SEPTEMBER 24, 2026, Camden, N.J., – Subaru of America, Inc., today announced the 2027 Subaru Impreza will start at \$24,595 MSRP when it goes on sale later this year. The new pricing lowers the starting price for the all-wheel-drive hatchback by \$2,000 compared to the outgoing model, making it the most affordable all-wheel-drive compact vehicle on sale. The 2027 Subaru Impreza adds a well-equipped base trim equipped with a 2.5-liter SUBARU BOXER® engine and a streamlined lineup focused on affordability. The 2027 Subaru Impreza will be offered in base and RS trim levels and will go on sale later this year.

The 2027 Impreza lineup is powered by a 180-horsepower, 2.5-liter SUBARU BOXER® engine paired with a Lineartronic® CVT (Continuously Variable Transmission) and legendary Subaru Symmetrical All-Wheel Drive. Both 2027 Impreza trim levels are equipped with steering wheel-mounted paddle shifters and an 8-speed manual mode, allowing drivers to select among preset ratios, and dual-mode SI-Drive with Intelligent and Sport settings.

Interior materials in the 2027 Subaru Impreza lineup have also been improved, including updated stitching on the center console and revised door panel materials. Inside, the 2027 Impreza offers

20.4 cubic feet of cargo space with the rear seats upright. With the rear seats folded, the 2027 Impreza offers an impressive 56.0 cubic feet of cargo space.

2027 Subaru Impreza Base

Starting at \$24,595 MSRP, the base trim level of the 2027 Subaru Impreza is impressively equipped. It includes popular features such as dark gray 17-inch alloy wheels, EyeSight® Driver Assist Technology, Keyless Access with Push-Button Start, and Apple CarPlay® and Android Auto™ compatibility.

Durable Tricot cloth upholstery, dual-zone automatic climate control, and USB-A and USB-C charging ports offer comfort and convenience to the driver and front passenger. The base trim level is equipped with Subaru dual 7.0-inch Multimedia System touchscreens with wired Apple CarPlay® and Android Auto™ compatibility, SiriusXM satellite radio (4-month free trial included), HD Radio®, and Bluetooth® connectivity. The upper touchscreen handles vehicle infotainment, while the lower touchscreen is available for climate controls and vehicle functions.

Subaru's award-winning EyeSight® Driver Assist Technology is standard and includes Pre-Collision Braking, Lane Departure and Sway Warning, Lane Keep Assist, Advanced Adaptive Cruise Control with Lane Centering, Emergency Stop Assist, and more. Standard LED steering responsive headlights with high beam assist help light the road ahead.

2027 Subaru Impreza RS

Returning for 2027, the Subaru Impreza RS trim level adds expressive interior and exterior styling elements and upgraded technology for \$29,495 MSRP, which is the same price as the outgoing model.

The 2027 Subaru Impreza RS adds dark gray 18-inch alloy wheels, black RS cloth interior upholstery, fog lights, and a Crystal Black Silica roof spoiler. Inside, a Subaru 11.6-inch Multimedia System with wireless Apple CarPlay® and Android Auto™ compatibility, SiriusXM® with 360L (4-month free trial included), HD Radio®, and Bluetooth® connectivity is standard, and an upgraded wireless smartphone charger with enhanced performance is newly added. MySubaru Connected Companion services are standard on the 2027 Subaru Impreza RS (5-year trial included) and offer SOS Emergency, Advanced Collision Notification, Vehicle Condition Check, and more. MySubaru Connected Services Companion+ (3- or 5-year plans offered) includes Connected Companion services and adds Remote Engine Start with Climate Control, Remote Lock and Unlock, Curfew and Boundary Alerts, and more.

An all-weather package with heated front seats, mirrors, and windshield wiper de-icer is standard on all Impreza RS model. It also adds Blind-Spot Detection with Rear Cross-Traffic Alert and Emergency Lane Keep Assist to its suite of EyeSight® Driver Assist Technology.

An optional package for the 2027 Subaru Impreza RS is available and adds a Harman Kardon® 10-speaker system with 432-watt equivalent amplifier, power moonroof, and a 10-way power-adjustable front seat with lumbar support for \$2,070 MSRP.

The 2027 Subaru Impreza is available in Crystal Black Silica, Crystal White Pearl, Ice Silver Metallic, Magnetite Gray Metallic, Sapphire Blue Pearl, and newly available Ignition Red exterior colors. Citron Yellow Pearl premium paint is available for \$395 MSRP.

The 2027 Subaru Impreza is assembled in Gunma, Japan. It will arrive at Subaru retailers in late 2026.

2027 Subaru Impreza			
Model/Trim	Transmission	Applicable Option	MSRP
Impreza	CVT	NA	\$24,595
Impreza RS	CVT	33	\$29,495
2027 Impreza Option Packages			
Code	Description		MSRP
33	Harman Kardon® Audio, Power Moonroof, Power Driver Seat		\$2,070
	Citron Yellow Pearl Premium Paint		\$395

Destination & Delivery is \$1,245 for Impreza and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,395 for retailers in Alaska.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant 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 and the SOA Foundation have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).

###