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FOR IMMEDIATE RELEASE

## **SUBARU ANNOUNCES PRICING ON 2023 CROSSTREK HYBRID**

- Subaru Symmetrical All-Wheel Drive standard
- Crosstrek Hybrid StarDrive® Technology achieves up to 17 miles in EV mode
- EPA-estimated 35 MPG / 90 MPGe for Hybrid model
- Crosstrek Hybrid starts at \$36,845

**CAMDEN, N.J.**— June 9, 2022 – Subaru of America, Inc. today announced pricing on the 2023 Crosstrek Hybrid which offers Subaru's legendary all-wheel drive capability in a hybrid package.

Priced at \$36,845, the 2023 Crosstrek Hybrid is the most efficient version of the versatile compact SUV, delivering an EPA-rated 35 MPG/90 MPGe and 480-mile total range. Offered in a single trim with an option package, the Crosstrek Hybrid will arrive in Subaru retailers this summer.

The Crosstrek Hybrid comes standard with Subaru's award-winning EyeSight® Driver Assist Technology featuring Automatic Pre-Collision Braking; Pre-Collision Throttle Management; Lane Keep Assist; Lane Departure and Sway Warning; and Lead Vehicle Start Alert. The EyeSight system also includes Advanced Adaptive Cruise Control with Lane Centering for added convenience.

The Hybrid further bolsters driver assistance with standard High Beam Assist; Reverse Automatic Braking; and Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert. Standard Steering Responsive Headlights on the Hybrid illuminate curves as the vehicle steers into them.

With driver and passenger safety as a top priority, Crosstrek Hybrid includes seven airbags: driver and front passenger frontal airbags, side curtain airbags and side pelvis/torso airbags, as well as a driver's knee airbag. The standard Rear Seat Reminder is designed to help prevent child or pet entrapment by alerting the driver to check the rear seat before exiting the vehicle.

Priced at \$36,845, the Crosstrek Hybrid includes all the features the Limited plus 18-inch lightweight aluminum alloy wheels in black with machine finish and unique exterior and interior trim appointments. Exclusive to Crosstrek Hybrid, STARLINK Connected Services include Remote Climate Control and Remote Battery Charging Timer and are included in a free 10-year subscription to the STARLINK Safety and Security Plus package.

Crosstrek Hybrid has an available option package that includes Power Moonroof; SUBARU STARLINK 8.0-inch Multimedia Navigation system powered by TomTom; Harman Kardon premium audio system; and heated steering wheel for an MSRP of \$2,500.

The STARLINK 8.0-inch Multimedia Plus system in the 2023 Subaru Crosstrek Hybrid features a high-resolution touchscreen; smartphone integration with Apple CarPlay®, Android Auto™ and Bluetooth® hands-free phone and audio streaming connectivity; voice activated controls for smart phone; and AM/FM stereo; SiriusXM® Platinum Plan and Travel Link® (4-month free subscriptions); and HD Radio® and Wi-Fi hotspot capability (subscription required).

The Multimedia Plus also includes over-the-air updates and Near Field Communication. The top-of-the-line 8.0-inch Multimedia Plus with Navigation, optional for Hybrid, adds voice-activated navigation powered by TomTom (3-year free over-the-air map updates) and SiriusXM Traffic (3-year free subscription) and SiriusXM Travel Link (upgraded to 3-year free subscription).

2023 Crosstrek Hybrid				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery
Hybrid	CVT	01	\$36,845	\$38,070
Hybrid	CVT	02	\$39,345	\$40,570

2023 Crosstrek Hybrid Option Packages		
Code	Description	MSRP
01	Standard Model (Hybrid)	Std.

02	Moonroof + Navigation System + Harman Kardon Amplifier and Speakers + Heated Steering Wheel	\$2,500
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Destination & Delivery is \$1,225 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,375 for retailers 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 Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing 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 and the SOA Foundation have donated more than \$270 million to causes the Subaru family cares about, and its employees have logged nearly 78,000 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.