

AT-A-GLANCE

2012 Subaru Impreza®

2.0i 2.0i Premium 2.0i Limited
2.0i Sport Premium 2.0i Sport Limited

- All-new, fourth-generation Impreza models debut with bold 4-door sedan and 5-door designs offering increased room, greater agility and a higher level of refinement and fuel economy.
- All-new Subaru Boxer engine and new Lineartronic® Continuously Variable Transmission (CVT).
- 27/36 mpg city/highway fuel economy, a 30-percent increase over the previous model, makes the 2012 Impreza the most fuel-efficient gasoline engine all-wheel drive passenger car in America.
- New designs offer roomier cabins, higher quality interior materials and the latest infotainment and connectivity technology.
- Built on a longer wheelbase, but with shorter overhangs, the 2012 Impreza provides a roomier interior in the same external footprint as the outgoing model.
- New cabin design places windshield farther forward to increase feeling of interior spaciousness.
- Increased use of high-tensile steel in body structure for strength and safety.
- Increased trunk and cargo room.
- New 2.0-liter Boxer engine features longer stroke, double overhead camshafts and dual Active Valve Control System (DAVCS) for efficient performance and low emissions.
- New, second-generation CVT is lighter and provides smoother overall performance.
- New electric power steering
- New driver's knee airbag and whiplash-protection front seats.
- Wider range of models to meet the needs of a broader market; new Limited and Sport Limited models deliver the highest level of comfort and convenience ever offered in a Subaru Impreza
- New standard audio system in the Premium models features Bluetooth hands-free phone connectivity and audio streaming, Radio Data Broadcast System (RDBS), iPod® control capability, USB port, 3.5mm aux. input jack and six speakers.
- New available navigation system includes 6.1-inch touch screen LCD display, voice control, iTunes® tagging, SMS text messaging capability, XM® Satellite Radio and XM NavTraffic® (XM services require subscriptions).
- New 15-inch wheel cover and 16- and 17-inch alloy wheel designs.

Key Facts

- Sophisticated double-wishbone rear suspension provides responsive driving dynamics and a smooth, quiet ride.
- Two different versions of standard Symmetrical AWD, depending on transmission: models with 5-speed manual transmission feature Continuous AWD with a viscous coupling locking center differential that splits power 50:50 front to rear. Models with Lineartronic CVT use Active AWD with an electronically managed continuously variable transfer clutch that actively manages the power split based on acceleration, deceleration and available traction. Both systems power all four wheels and will transfer power to the wheels with the best grip.
- Ring Shaped Frame Reinforcement body structure provides outstanding occupant protection; engineered to provide optimal performance in latest crash test regimen. Standard safety features include 3-point seatbelts for all seating positions, front seatbelt pretensioners and force limiters, Subaru Advanced Airbag System, curtain side air bags, front seat side-impact air bags, new driver's knee airbag and rear seat headrests for all three seating positions.
- 4-wheel disc brakes, Brake Assist safety system and Vehicle Dynamics Control (VDC) standard across the 2012 Impreza line.
- Incline Start Assist (5-speed models) can momentarily prevent the vehicle from rolling backward when being driven away from a stop on an incline.

Basic Specifications

Body:	4-door sedan or 5-door
Wheelbase:	104.1 in.
Length:	4-door: 180.3 in. 5-door: 173.8 in.
4-door trunk:	12.0 cu. ft.
5-door cargo:	22.5/52.4 cu. ft. (rear seats up/down)
Weight:	2,910 lbs. (2.0i 4-door) 2,910 lbs. (2.0i 5-door)
Engine:	DOHC 4-cyl. 2.0-liter Boxer
Horsepower	148 @ 6,200 rpm
Torque	145 lb.-ft. @ 4,200 rpm
Transmission	5-speed manual or CVT
EPA mpg, city/hwy.	25/34 (manual) 27/36 (CVT)

Key Standard Features, Impreza 2.0i

- 24-hour roadside assistance for new-car limited warranty period
- 15-inch steel wheels with full covers
- 3-spoke steering wheel
- 4-wheel disc brakes with ABS and Brake Assist
- 60/40 split fold down rear seatback
- AM/FM stereo system with single-disc CD player, MP3/WMA file capability, Radio Data Broadcast System (RDBS) and four speakers
- Chrome accents/front grille
- Air conditioning with air filtration
- Cargo tie-down hooks (5-door)
- Carpeted floor mats
- Digital clock and outside temperature gauge
- Eco gauge (fuel economy)
- Electric power steering
- Headlights/parking lights auto-off with ignition
- Height-adjustable driver's seat
- Incline start assist (manual transmission)
- Multi-function display
- Power door locks
- Power mirrors
- Power windows / driver's one-touch auto up/down and pinch protection
- Rear window wiper with washer (5-Door)
- Remote keyless entry system
- Security system with engine immobilizer
- Subaru Advanced Airbag System, front seat head / chest side impact air bags, side curtain air bags and driver's knee airbag
- Tilt/telescoping adjustable steering column
- Tire Pressure Monitoring System
- Variable intermittent windshield wipers
- Vehicle Dynamics Control (VDC)

Optional: Lineartronic CVT

Impreza 2.0i Premium adds:

- 16x6.5-in. inch aluminum alloy wheels
- Body-color exterior mirrors
- Cargo area cover (5-door)
- Center console adjustable armrest
- Chrome interior door handles
- Cruise control
- AM/FM stereo and single-disc CD player with MP3/WMA capability, 6 speakers, Bluetooth[®] audio streaming and hands-free phone connectivity, iPod connectivity and control, USB port and 3.5mm aux. jack
- Illuminated ignition switch ring
- Rear stabilizer bar
- Steering wheel audio controls and Bluetooth switches

Optional:

- Lineartronic CVT
- All-Weather Package (heated front seats, heated exterior mirrors and windshield wiper de-icer).
- Alloy Wheel Package (17-in. alloy wheels, 205/50R17 tires, single tailpipe outlet with stainless steel tip for sedan model, leather-wrapped steering wheel and shifter handle)
- Power moonroof
- Touch-screen navigation system, including 6.1 LCD, voice-activated controls, single-disc CD player with MP3/WMA file capability, iPod control capability, iTunes[®] tagging, USB port, SMS messaging capability, XM[®] Satellite Radio and XM NavTraffic[®] (subscriptions required)

2.0i Limited adds to Premium:

- All-Weather Package contents
- Alloy Wheel Package contents
- Automatic climate control
- AM/FM stereo with HD Radio and all audio features in Premium (see above), plus 4.3-inch LCD display screen
- Chrome exterior door handles
- Fog lights
- Leather-trimmed upholstery
- Lineartronic CVT
- Rear seat armrest with dual cupholders
- Upgraded instrumentation

Optional: nav system, power moonroof

Sport Premium (5-door only) adds over Premium:

- 17-in. alloy wheels and 205/50R17 tires
- All-Weather Package
- Body-color rocker panels

- Fog lights
- Roof rails
- Silver-painted grille
- Sport fabric upholstery

Sport Limited: adds Limited content to Sport Premium and offers optional nav system and power moonroof.

Please see full equipment list in this press kit for further details.



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FOR IMMEDIATE RELEASE

SUBARU DEBUTS ALL-NEW 36-MPG 2012 IMPREZA®

- 36-percent boost in EPA combined fuel economy makes 2012 Impreza the most fuel-efficient all-wheel drive car in America.
- New 2.0-liter Boxer engine and 2nd-generation CVT
- Roomiest Impreza ever with new level of comfort and refinement
- Same exterior dimensions as previous model, but lighter
- New Impreza Limited and Sport models
- New infotainment technology
- Same base price as 2011 Impreza

Subaru of America, Inc. has introduced the fourth-generation 2012 Impreza® four-door and five-door compact models, featuring bolder, more dynamic designs and an all-new highly efficient powertrain. The 2012 Impreza models offer a 36-percent improvement in EPA combined fuel economy (automatic transmission) over the previous versions, along with increased room, greater agility and a higher level of refinement. New amenities, high-line trim levels, infotainment technology and higher-grade interior materials contribute to a more rewarding driving and ownership experience in the 2012 Impreza.

Every 2012 Impreza is equipped as standard with Symmetrical All-Wheel Drive. Powered by an all-new 148-hp 2.0-liter Boxer engine, the 2012 Impreza comes with a choice of a five-speed manual transmission or the enhanced, second-generation Lineartronic® CVT (continuously variable transmission). The 2012 Impreza will offer the highest fuel economy of any all-wheel drive car in America, with EPA ratings of 27 mpg city / 36 mpg highway / 30 mpg combined for models with the CVT.

Offered in base, Premium, Sport Premium, Limited and Sport Limited models, the 2012 Impreza conveys a bolder, more confident design that emphasizes its standard Symmetrical All-Wheel Drive performance. In profile, the 2012 Impreza draws focus to its wheels with powerful arches, a theme that debuted on the current Subaru Legacy®.

The combination of a longer wheelbase and redesigned door and roof trim and front seats yields gains in passenger and cargo room for the 2012 Impreza. The wheelbase grows to 104.1 inches compared to 103.2 in the outgoing model. Vehicle length and width remain the same as before for both sedan and five-door models, yet, thanks to redesigned door panels, the 2012 Impreza offers increased hip and shoulder room. Rear seat passengers gain nearly two inches of legroom. Sedan trunk room and five-door cargo room are both increased, and the five-door now provides a completely flat load floor with the standard 65/35 split rear seatbacks folded.

The windshield is more raked than in the previous Impreza, with the bottom of the A-pillar moved 7.9 inches forward, allowing for a front door opening nearly five inches longer for easier entry/exit. Higher hip points and a lower, flatter instrument panel, along with larger side mirrors, contribute to better visibility from within the cabin.

Richer looking appointments and details abound inside the new Impreza, including soft-touch materials for the dashboard, door trim and center console armrest. Larger door pockets can hold plastic drink bottles and large maps. Numerous compartments located in and around the center console hold all manner of today's personal items, such as phones, USB drives and MP3 players.

The Impreza's new 2.0-liter Boxer engine feels even more responsive than the 2.5-liter engine it replaces, thanks to lighter vehicle weight and especially when equipped with the new, second-generation Lineartronic CVT. This is a more compact version of the continuously variable transmission that debuted in the current-generation Legacy and Outback® models.

Unlike a conventional automatic transmission, which uses fixed gear ratios, a CVT provides infinite variability between the highest and lowest available ratios with no discernable steps or shifts. The CVT continuously and smoothly adapts to performance

demand, helping to keep the engine in its most efficient operating range. Impreza Premium, Sport and Limited models with the CVT also feature a 6-speed manual mode with steering wheel paddle shifters, which allow the driver to control the transmission via six pre-set ratios.

The 2012 Subaru Impreza models weigh up to 165 pounds less than their 2011 model-year counterparts (depending on model and equipment). Other technologies helping boost fuel efficiency in the 2012 Subaru Impreza include a new electric power steering system, which by itself contributes a 2-percent efficiency increase, and lower rolling resistance tires.

Strengthened suspension components in front and rear -- some inherited from the Legacy -- enhance agility, while new liquid (hydraulic) engine mounts help to damp out vibration. The double-wishbone rear suspension features new, strengthened components and pillow ball bushings for improved ride, straight-line stability and handling response.

Building on Subaru's renown for safety (all 2011 Subaru model lines were IIHS "Top Safety Picks"), the 2012 Impreza was designed to excel under the new, more stringent NHTSA testing regimen. The new body structure makes greater use of high-tensile strength steel and features special stiffening elements at key locations.

All 2012 Impreza models add a new driver's knee airbag to the roster of safety features. The passenger-seat front airbag, features a shell-type design with a center groove, thus exposing the passenger to less impact force upon deployment. All Impreza models feature standard front side pelvis/torso airbags and side curtain airbags that offer front and rear outboard seat coverage.

All Impreza models for 2012 are equipped as standard with Vehicle Dynamics Control (VDC), which combines stability and traction control functions. Likewise, all 2012 Impreza models are equipped with a standard 4-wheel disc Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and the Brake Assist safety system. The new Brake Override system ensures that the engine power will be cut when both the brake and accelerator are pressed simultaneously.

Standard comfort and available amenities are increased across the Impreza line for 2012, which starts at an MSRP of \$17,495 for the 2.0i sedan, the same price as the 2011 model. All 2012 Impreza models feature as standard a tilt/telescoping steering wheel, power windows, door locks and side mirrors, a 65/35-split fold-down rear seat, outside temperature gauge, a multi-function display with fuel economy information, remote keyless entry system, security system with engine immobilizer, tilt/telescopic steering wheel, variable intermittent windshield wipers and a low windshield washer fluid warning light. A new ECO gauge helps the driver to operate the vehicle as economically as possible. Even carpeted floor mats, an extra-cost option in many cars, are standard equipment in all 2012 Impreza models.

Impreza Premium models add 16-inch alloy wheels, steering wheel audio and Bluetooth® control switches, a rear stabilizer bar for crisper handling, adjustable console armrest, body-color exterior mirrors and chrome interior door handles. The standard audio system in the Premium models features Bluetooth® hands-free phone connectivity and audio streaming, Radio Data Broadcast System (RDBS), iPod® control capability, USB port, 3.5mm aux. input jack and six speakers. An optional All-Weather Package adds heated front seats, heated exterior mirrors and a windshield wiper de-icer.

A power moonroof and a navigation system are available for the Premium models. The new navigation system includes a 6.1-inch touch screen LCD display, voice control, iTunes® tagging, SMS text messaging capability, XM® Satellite Radio and XM NavTraffic (both XM services require subscriptions). Updated map data can be downloaded to a personal computer and then transferred into the system via secure digital (SD) card.

The Impreza Sport Premium is a five-door model that combines standard 17-inch alloy wheels and the All-Weather Package with fog lights, roof rails, unique seat fabric and rocker panel spoilers. Topping the 2012 Impreza range, the new Limited and Sport Limited (five-door only) models deliver the highest level of comfort and convenience ever offered in an Impreza. Leather seating and the All-Weather Package are standard, along with a new display-type audio system featuring a 4.3-inch display screen and standard HD Radio. The navigation system and power moonroof are options.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers 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. For additional information visit www.subaru.com.

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FOR IMMEDIATE RELEASE

PERFORMANCE DETAILS: 2012 SUBARU IMPREZA® POSTS 36-PERCENT GAIN IN EPA COMBINED FUEL ECONOMY WITH NEW POWERTRAIN AND LIGHTER, STRONGER STRUCTURE

- New 2.0-liter Boxer engine
- New Lineartronic® CVT transmission
- 27/36 mpg EPA ratings with CVT – best of any AWD car in America
- 160+ lbs. lighter than previous Impreza model
- Stiffer chassis and refined suspension tuning for better handling, smoother ride
- Available 17-inch wheels

The 2012 Subaru Impreza backs up its bold new design with a compelling combination of everyday performance, excellent ride comfort and the highest fuel economy of any all-wheel drive car in America. Powering all 2012 Impreza models is an all-new 2.0-liter Boxer engine, teamed to either a five-speed manual transmission or a new, second-generation Lineartronic® CVT (continuously variable transmission).

Significantly, with EPA ratings of 27 mpg city / 36 mpg highway (models with the CVT), the 2012 Impreza offers fuel economy comparable with many front-wheel-drive-only compact models and even some subcompact vehicles. Every 2012 Impreza is equipped as standard with Symmetrical All-Wheel Drive. Notably, all-wheel drive is still rare in the compact segment, and only Impreza makes it standard on every model.

The 2012 Impreza's significant gain in fuel economy over the previous model stems from a through, holistic approach to improve vehicle efficiency, including: 2.0-liter Boxer engine with more efficient fuel injection and valve control technology; new Lineartronic® CVT (continuously variable transmission); reduced vehicle weight; electric power steering reduces draw on engine

power (accounting for a 2% efficiency increase); refinements to brake performance, and lower rolling resistance tires.

New 2.0-Liter DOHC Boxer Engine

The 2012 Subaru Impreza models introduce a new 2.0-liter version of the new-generation Boxer engine that debuted in the 2011 Forester. Though smaller in displacement and output than the 2.5-liter engine it replaces in the Impreza models, the new 2.0-liter engine by itself contributes a 10-percent increase in efficiency to the new Impreza. As before, aluminum is used for the cylinder block and cylinder heads (there are two with a Boxer engine).

The new long-stroke configuration optimizes torque across the engine speed range. Combined with the lighter vehicle weight by 100-165 pounds (depending on model and equipment), and the new, second-generation Lineartronic CVT, the engine provides similar performance to the previous 2.5-liter unit.

The new Subaru 2.0-liter Boxer engine produces 148 hp at 6,200 rpm and 145 lb.-ft. of peak torque at 4,200 rpm. Considerable effort was made in order to achieve improvements in combustion efficiency and lower friction. The bore/stroke configuration has changed dramatically from the previous engine. With an 84 mm bore and 90 mm stroke (3.31 in. / 3.54 in.), the new Boxer engine features an “undersquare” bore/stroke ratio of 1.07 vs. the “oversquare” 0.8 ratio for the previous 2.5-liter engine (99.5 mm bore x 79 mm stroke).

A longer stroke typically yields better low-end and midrange torque but can also mean a wider engine (in a Boxer configuration). However, thanks to optimization of structural components, the new Subaru Boxer engine’s total width is unchanged from that of the previous engine.

The new Subaru engine also departs from the previous engine in its valvetrain, replacing the single overhead-cam (SOHC) with a dual overhead-cam (DOHC) configuration and featuring Dual Active Valve Control System (DAVCS) – variable valve control for both intake and exhaust valves, vs. the previous engine’s Active Valve Lift System.

Mounting the fuel injectors directly on the cylinder head (though not injecting directly into the cylinder) has made it possible to limit the amount of vaporized fuel that adheres to head walls and to improve both fuel efficiency and emissions. The engine’s main and auxiliary components were all optimized and tuned to contribute to greater efficiency in the 2012 Impreza.

New, Second-Generation CVT

The new 2.0-liter Boxer engine feels even more responsive than the 2.5-liter engine it replaces, thanks to lighter vehicle weight – and especially when equipped with the new CVT, a quieter and more compact version of the Lineartronic CVT that debuted in the current-generation Legacy and Outback® models.

Unlike a conventional automatic transmission, which uses fixed gear ratios, a CVT provides infinite variability between the lowest and highest available ratios with no discernable steps or shifts. The CVT continuously and smoothly adapts to performance demand, helping to keep the engine in its most efficient operating range. Impreza Premium, Sport and Limited models with the CVT also feature a 6-speed manual mode with steering wheel paddle shifters, which allow the driver to control the transmission via six pre-set ratios. The transmission also allows “second gear” starts in order to limit the likelihood of wheel spin on slippery surfaces.

Subaru engineered the second-generation version of its Lineartronic CVT to increase everyday responsiveness. Significantly, the CVT-distinct sensation of engine speed leading vehicle speed has been improved. Incorporating G sensor input into transmission control, the CVT produces a more linear response to the accelerator pedal, reducing the sensation that the engine seems to be accelerating faster than the vehicle. Changes to the chain pitch and transmission cover help reduce noise from the CVT in the 2012 Impreza.

Stronger Platform

The 2012 Impreza builds on the Subaru foundation of confident, agile handling and safety for any road, or any weather. The roomiest Impreza ever, the 2012 model retains a trim exterior package for ease of maneuverability. The wheelbase grows to 104.1 inches compared to 103.2 in the outgoing model. Vehicle length and width remain the same as before for both sedan and five-door models.

The addition of high-tensile steel at key structural points increases chassis rigidity, which in turn improves crash-worthiness and provides a stiffer platform for crisper handling. Strengthened suspension components in front and rear -- some inherited from the Legacy -- enhance agility, while new liquid (hydraulic) engine mounts (with CVT) help to damp out vibration. The double-wishbone rear suspension features new, strengthened components and pillow ball bushings for improved ride comfort, straight-line stability, handling and vehicle response.

As a result of a careful and strict approach to structural strength and mass optimization, the roomier and better-equipped 2012 Impreza models are over 160 lbs. lighter than the equivalent 2011 models. Even with its smaller, lighter fuel tank (14.5 gallons vs. 16.9 for the previous model), the 2012 Impreza offers longer driving range than the previous model due to its greatly improved fuel economy.

All Impreza models are equipped with standard 4-wheel disc brakes. As on other Subaru models, the braking system uses a tie rod tandem brake booster that greatly improves rigidity and brake feel. The standard anti-lock brake system (ABS) is a 4-channel, 4-sensor system. Electronic Brake-force Distribution (EBD) enhances braking stability.

Symmetrical All-Wheel Drive (Two Versions)

An All-Wheel Drive pioneer, Subaru is the only brand to equip all its models with Symmetrical All-Wheel Drive as standard. Symmetrical All-Wheel Drive is comprised of the Boxer engine and the full-time power distribution system, which varies by model and transmission. The aluminum Boxer engine and simple, symmetrical drivetrain layout help to lower the vehicle's center of gravity, which in turn contributes to handling precision. Subaru began offering 4-wheel drive passenger cars 40 years ago and introduced innovative automatic full-time All-Wheel Drive in 1987. In 1997, Subaru became the first brand in the U.S. to make All-Wheel Drive standard on all its models.

Subaru offers two different Symmetrical All-Wheel Drive systems in the 2012 Impreza. In models equipped with the 5-speed manual transmission, the AWD system uses a viscous-coupling locking center differential to distribute power 50/50 front to rear. Slippage at either set of wheels will send more power to the opposite set.

Impreza models with the Lineartronic CVT use the Active Torque Split version of Symmetrical AWD. In this system, an electronically managed continuously variable transfer clutch actively manages power distribution based on acceleration, deceleration, and available traction. The Active Torque Split system automatically transfers more power (up to 100 percent) to the wheels with the best grip should slippage occur.

Vehicle Dynamics Control

All Impreza models for 2012 are equipped as standard with Vehicle Dynamics Control (VDC), which combines stability and traction control capability. VDC monitors input from the ABS

brakes, steering wheel angle, yaw and lateral g-force sensors. The system adjusts individual wheel braking as needed, helping to maintain vehicle control under a variety of driving conditions. In the CVT-equipped models, VDC also actively controls the center differential's power distribution by means of the continuously variable hydraulic transfer clutch. A VDC "Off" switch is useful for driving out of slushy roads, deep snow or gravel. The "Off" position deactivates the system's torque-reduction control, while the antilock and traction control remain active.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers 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. For additional information visit www.subaru.com.

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FOR IMMEDIATE RELEASE

FORM AND FUNCTION: 2012 SUBARU IMPREZA® IS BOLDER, ROOMIER AND LIGHTER

- Bold new design with sharply sculpted lines
- Roomiest-ever Impreza models in four-door sedan and five-door styles
- Longer wheelbase for increased rear seat room
- Increased interior and trunk room; same exterior size
- High-quality, soft-touch interior materials
- New Sport and Limited Models
- New advanced infotainment technology with Bluetooth® and iPod® capability.

The 2012 Subaru Impreza sedan -- the fourth generation of this compact model -- is the roomiest in the model's history and showcases a bold new design direction for the brand. New amenities, infotainment technology and higher-grade interior materials make the 2012 Impreza the best-equipped model in the nameplate's history.

The 2012 Impreza is available in two body styles, a four-door sedan and a five-door hatch. The sedan offers a choice of four trim levels, including new Limited; the five-door offers five with the new Limited, Sport Premium and Sport Limited versions.

Bold Design Statement, Greater Functionality

The 2012 Subaru Impreza conveys a bolder, more confident design that emphasizes its sporty roots and standard All-Wheel Drive performance. The car's wheelbase grows to 104.1 inches compared to 103.2 in the previous model; along with redesigned front seatbacks, this change yields nearly two inches of additional rear seat legroom. Vehicle length and width remain the same as before for both sedan and five-door models, yet, thanks to redesigned door panels, the 2012 Impreza offers increased hip and shoulder room.

In profile, the 2012 Impreza continues a theme that debuted on the current-generation Subaru Legacy®. Prominent wheel arches echo the power running through the Symmetrical AWD System. Sharply sculpted character lines enhance the way light and shadows accentuate the design.

In front, the Subaru badge centers the new hexagonal grille, a keystone of all new Subaru designs. The hawk-eye headlights continue a theme introduced with the current Legacy. Rather than using projector lamps for the headlights, which can impart a “technical” appearance, Subaru chose conventional lamps to give the appearance of more confident “eyes.”

The sleek silhouette incorporates a larger greenhouse, which also aids visibility, a Subaru design priority. For the hatchback model, partitioning the rear-door windows and reducing the size of the rear quarter glass enabled a larger rear door window, as well as a larger door opening area. The ceramic section surrounding the backlight was made as narrow as possible to enhance rearward visibility.

Numerous exterior and interior design elements combine to give the Impreza a sportier stance while also offering the driver and passengers a more commanding, confident view of the road. The windshield is more raked than in the previous model, with the bottom of the A-pillar moved 7.9 inches forward. This allows for a front door opening that is nearly five inches longer for easier entry/exit, abetted by doorsills that are 0.8-inch lower than before. Rear doors are also larger on both body styles.

To maximize driver visibility in corners, the Impreza features narrower A-pillars and partitioned front door side glass. This configuration allows for a slimmer secondary pillar – and therefore better visibility – compared to cars that use a pulled-forward windshield design and thicker secondary pillars.

Inside, the top-of-door interior trim is 2.4 inches lower. These elements contribute to better visibility, which is also enhanced by a 0.67-in. higher front seat hip point and a 0.79-in. higher rear seat hip point. The instrument panel is lower and flatter than before, resulting in a wider field of view and a feeling of greater spaciousness. Exterior side view mirrors with 23-percent more surface area enhance visibility and driving safety, and relocating the mirrors from the A-pillars to the doors contributes to improved sight lines.

A range of new 15-inch wheel cover and 16- and 17-inch alloy wheel designs debut on the 2012 Impreza, all meant to accentuate the car's high-tech, sporty nature.

Improved Room and Refinement

The combination of a longer wheelbase and redesigned door and roof trim and front seats yields gains in passenger and cargo room, with additional details demonstrating Subaru's mastery of intelligent vehicle packaging. Rear seat passengers gain nearly two inches of legroom, thanks to both the longer wheelbase and a new, scalloped-style front seat backrest design. Sedan trunk room and five-door cargo room are both increased, and the five-door now provides a completely flat load floor with the standard 65/35-split rear seatbacks folded. Relocating the car's electronic control units (ECU's), power window motors and fuel vapor charcoal canister are "behind the scenes" details that helped make the new gains possible within the same exterior package as the previous model.

By itself, achieving a large trunk or cargo area is significant, since the Impreza's AWD layout requires packaging a rear differential and drive axles.

The 2012 Impreza interior is not only more spacious than the previous model, but also delivers a major step up in refinement. The sporty instrument panel and three-spoke steering wheel are augmented in all Impreza models by a multi-function display with trip computer located in the center of the dashboard. Richer looking appointments and details abound, including soft-touch materials for the dashboard, door trim and center console armrest. The top of the center console pad has been raised nearly three inches over the previous model to make it a more comfortable armrest. In the higher line models, the armrest features a slide adjustment for greater comfort and versatility.

Optimizing the shape of the cargo-area trim and nearby components enables three golf bags or a large baby stroller to be easily loaded. In the five-door, it is easier to load and unload heavy objects, thanks to the removal of a stepped section beneath the opening. The cargo area cover, when rolled up, can be removed and stored under the cargo floor, as on the Subaru Forester.

In the sedan, new reshaped and enclosed trunk lid support arms do not make contact with stored items when the trunk is closed. When the trunk release is activated, from within the car or via the remote control, the trunk lid opens wider than before for greater convenience. Subaru designers paid special attention to increase not only cargo area and trunk room in the 2012 Impreza, but also carrying space and utility throughout the vehicle. Larger door pockets can

hold plastic drink bottles and large maps. Numerous compartments located in and around the center console hold all manner of today's personal items, such as phones, USB drives and MP3 players. For those who still prefer to listen to music on CD, the console compartments provide ample storage for jewel cases.

The 2012 Impreza models are roomier and lighter with same vehicle length as previous models.			
	2012 Impreza	2011 Impreza	Difference
Exterior dimensions			
Wheelbase	104.1 in.	103.1 in.	+ 1.0 in.
Length	Sedan: 180.3 in. 5-door: 173.8 in.	Sedan: 180.3 in. 5-door: 173.8 in.	Same
Height	57.7 in.	58.1 in.	- 0.4 in.
Width	68.5 in.	68.5 in.	Same
Track	59.4 in. / 59.6 in.	58.9 in. / 58.9 in.	+ 0.5 / + 0.7 in.
Base curb weight	2,910 lbs.	3,075 lbs.	- 165 lbs.
Interior dimensions			
EPA passenger volume (without moonroof)	Sedan: 96.9 cu. ft. 5-door: 97.5 cu. ft.	94.6 cu. ft. (sedan and 5-door)	+ 2.3 / + 2.9 cu. ft.
EPA trunk vol. (sedan)	12.0 cu. ft.	11.0 cu. ft.	+ 1.0 cu. ft.
EPA cargo area (5-door)	22.5 cu. ft. (rear seats up) 52.4 cu. ft. (seats down)	19.0 cu. ft. (rear seats up) 44.4 cu. ft. (seats down)	+ 3.5 / + 8.0 cu. ft.
Headroom (f/r)	39.8 in. / 37.1 in.	40.3 in. / 37.6 in.	- 0.5 / - 0.5 in.
Legroom (f/r)	43.5 in. / 35.4 in.	43.5 in. / 33.5 in.	Same / + 1.9 in.
Shoulder room (f/r)	55.6 in. / 54.2 in.	54.8 in. / 53.2 in.	+ 0.8 / + 1.0 in.

Highest Level of Comfort, Convenience and Luxury Ever Offered in a Subaru Impreza

More spacious than before, the 2012 Impreza also offers greater comfort, versatility and more advanced yet easy-to-use infotainment technology. An overall design goal for the interior was to impart a sense of refinement and spaciousness that would appeal to customers who might be downsizing from a midsize vehicle. Richer looking appointments and details abound, including soft-touch materials for the dashboard, door trim and center console armrest. Finely grained plastic surfaces impart a feeling of higher quality not only from the feel of the grain, but from the way it diffuses light.

New front seats are designed with long-distance comfort in mind and feature higher seatbacks, increased lumbar support and cushions that more effectively distribute pressure. New tilt-adjustable head restraints enhance comfort. As in the current Legacy, the seats are optimized for a rear-end collision. A tilt/telescoping steering wheel is standard on all 2012 Impreza models.

Standard comfort and available amenities are increased across the Impreza line for 2012. The entry model, for example, features power windows, door locks and side mirrors, a65/35-split fold-down rear seat, outside temperature gauge, remote keyless entry system (key integrated into remote transmitter), security system with engine immobilizer, tilt/telescopic steering wheel, variable intermittent windshield wipers and a low windshield washer fluid warning light. Carpeted floor mats, an extra-cost option in many cars, are standard in all 2012 Impreza models.

A new multi-function display, standard in all Impreza models, provides fuel economy information. All models, as well, feature a new ECO gauge to help the driver operate the vehicle more economically, and all models feature warning lights for low oil level and low windshield washer fluid level. Impreza Limited, Sport Premium and Sport Limited models have an upgraded instrument cluster featuring chrome gauge trim rings.

Impreza Premium models add more amenities, including 16-inch alloy wheels, steering wheel audio and Bluetooth® control switches, a rear stabilizer bar for crisper handling, adjustable console armrest, body-color exterior mirrors and chrome interior door handles. The Premium models also cater to the latest demand for versatile and easy-to-use infotainment technology. The standard audio system in the Premium models features Bluetooth hands-free phone connectivity and audio streaming, Radio Data Broadcast System (RDBS), iPod® control capability, USB port, 3.5mm aux. input jack and six speakers.

The Impreza Premium models can be further equipped with an optional All-Weather Package (heated front seats, heated exterior mirrors and windshield wiper de-icer). An available Alloy Wheel Package adds 17-inch alloy wheels and a leather-wrapped steering wheel and shifter handle. When equipped with the Lineartronic CVT (standard on Limited trim lines), the Impreza Premium, Limited and Sport models also feature a 6-speed manual mode function with steering wheel paddle shifters.

A power moonroof and a navigation system are available as separate options for the 2012 Impreza Premium models. The new navigation system includes a 6.1-inch touch screen LCD display, voice control, iTunes® tagging, SMS text messaging capability, XM® Satellite Radio and XM NavTraffic (both XM services require subscriptions). Updated map data can be downloaded to a personal computer and then transferred into the system via secure digital (SD) card.

New Impreza Sport and Limited Models

New for 2012, the Impreza Sport Premium replaces the Outback Sport in the line. The new model features standard 17-inch alloy wheels and the All-Weather Package, along with fog lights, roof rails, unique seat fabric and rocker panel spoilers. At the top of the Impreza range for 2012, the new Limited and Sport Limited (five-door only) models deliver the highest level of comfort and convenience ever offered in a Subaru Impreza, including the luxury of leather upholstery, automatic climate control, chrome exterior door handles (Limited), fog lights and auto on-off headlights. A further audio upgrade (above the Premium) features a 4.3-inch display screen and standard HD Radio. The power moonroof and navigation system are separate options on the Limited and Sport Limited, as well.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers across the United States. Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. 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.

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FOR IMMEDIATE RELEASE

2012 SUBARU IMPREZA[®] BOLSTERS EXEMPLARY SAFETY RECORD

- Ring-Shaped Frame Reinforcement safety structure with new reinforcements and more extensive use of high-tensile steel
- New driver's knee airbag
- High-strength front seat frames provide enhanced protection against whiplash injury
- Standard Symmetrical All-Wheel Drive on all models (two different systems)
- Standard Vehicle Dynamics Control (VDC) stability and traction control
- New brake override system

The 2012 Subaru Impreza builds upon the already exemplary safety performance of the previous model. The 2012 Impreza is built around a stronger body structure with more extensive use of high-tensile steel and features new reinforcements at key areas. All models feature a new driver's knee airbag, in addition to the front seat side pelvis/torso airbags and side curtain airbag supplemental restraint systems (SRS).

Subaru projects that the 2012 Impreza models will achieve across-the-board five-star safety ratings in the National Highway Traffic Safety Administration (NHTSA) frontal and side crash tests, as did the previous Impreza. Subaru also anticipates that the 2012 Impreza, like the previous model, will garner the highest rating ("Good") and "Top Safety Pick" from the Insurance Institute for Highway Safety (IIHS).

The Subaru Impreza Safety Package

The addition of high-tensile steel at key structural points increases chassis rigidity in the 2012 Subaru Impreza, which in turn improves crash-worthiness and provides a stiffer platform for crisper handling. Responsive handling is a cornerstone in active safety – the concept of giving the driver the tools to avoid hazardous situations.

Subaru's Ring-Shaped Reinforcement Frame safety structure, proven over a decade in all Subaru models, forms the foundation for crash protection and occupant safety in the new-generation 2012 Impreza. The compact Subaru Boxer engine helps enhance safety, because it allows more crush room in front and on the sides. Subaru vehicles are designed to allow the entire powertrain to slide under the car along the floor tunnel in a severe collision, helping to prevent intrusion into the passenger compartment.

The 2012 Impreza includes as standard equipment front seat side pelvis/torso air bags and side curtain air bags that offer additional head protection for front and rear occupants. The new driver's front airbag offers added protection for drivers who position themselves close to the steering wheel. Immediately after deployment, the driver's airbag spreads thin and wide, then thickens as deployment reaches completion. The passenger-seat front airbag features a shell-type design with a center groove, thus exposing the passenger to less impact force upon deployment. All 2012 Impreza models add a new driver's knee airbag.

Also new in the 2012 Impreza, high-strength front seat frames provide enhanced protection against whiplash injury in a rear-end collision. With the entire seat optimized for a rear-end collision, Subaru replaced the previous active front head restraints with a more comfortable tilt-adjustable design.

Passive Safety: Ring Shaped Frame Reinforcement

All Subaru models are built around a Ring-Shaped Frame Reinforcement body structure design that incorporates front and rear crumple-zone construction to absorb the energy of an impact and help protect the reinforced passenger compartment. Proven in more than a decade of usage in Subaru vehicles, the Ring-Shaped Frame Reinforcement structure forms a series of "rings" around the passenger compartment. This design provides excellent protection in a variety of collision types, with the structure increasing cabin rigidity and able to absorb impact energy from any direction.

Subaru applied numerous strengthening measures to the 2012 Impreza platform, yet also was able to reduce vehicle weight by more than 160 lbs. – seemingly unheard of with a new-model redesign that also increases interior roominess and feature content. High-strength members were used on the front of the vehicle, where there are few crushable zones. This helps to minimize deformation of the body in the event of a frontal collision, providing added protection for occupants.

A reinforcing member at the base of the A pillar strengthens the joint between the pillar and the upper frame and helps to ensure that impact energy produced by a frontal collision is cleanly passed from the frame to the pillar. With high-strength members added to the critical front rails and the tops of the center pillars, and a number of other reinforcements also made, the roof is now strong enough to bear at least four times the vehicle's own weight.

Subaru engineered the rear of the vehicle structure so that the energy of an off-center rear collision would be evenly distributed left and right by the rear bumper beams and diagonal members. This design helps to minimize chassis deformation, as the energy of such a collision does not now have to be absorbed only on the side of the impact. Structural changes to the front end of the car bolster safety for pedestrians. In particular, impact-absorbing structures were added to the cowl at the rear of the hood and the bottom of the windshield.

Passive Safety: Advanced Restraint Systems

The 2012 Impreza models feature the Subaru Advanced Frontal Airbag System. This intelligent air bag system employs dual-stage-deployment driver and front passenger air bags. A seat position sensor on the driver's seat track detects if the driver is sitting too close to the air bag, in which case the system would delay deployment of the air bag's second stage. The passenger side front seat incorporates an occupant detection module that detects weight on the passenger seat – determining if it's a child or adult – to control air bag deployment.

The 2012 Impreza models come equipped with front seat side pelvis/torso airbags and side curtain air bags (full side coverage) for head protection. Mounted in the upper sides of the front seatbacks, the front seat side-impact airbags offer protection regardless of seat position. The side curtain air bags deploy from the headliner.

All new Subaru models incorporate electrically triggered pre-tensioners and force limiters in the front three-point seatbelts. The seatbelt mechanism also absorbs energy through internal deformation. All Impreza models are equipped with the LATCH system (Lower Anchors and Tethers for CHildren) for securing specially equipped child seats in the rear seat. Subaru sedan models are equipped with an internal emergency trunk release with a self-illuminating handle.

Active Safety: Symmetrical AWD, Stability Control and an Advanced Braking System

Subaru Symmetrical All-Wheel Drive forms the core of the Subaru Active Driving/Active Safety concept; designing a vehicle for active safety gives a driver a strong sense of control, maneuverability and security.

Symmetrical All-Wheel Drive gives a Subaru a significant traction advantage over two-wheel drive cars (front-wheel or rear-wheel drive) on all road surfaces. On the 2012 Impreza models, the standard 4-channel / 4-sensor Anti-lock Brake System (ABS) incorporates Electronic Brake-force Distribution (EBD). The EBD system enhances braking performance and stability by actively optimizing braking force between the front and rear wheels according to how the vehicle is loaded with passengers and cargo.

The 2012 Impreza models are also equipped with the Brake Assist safety system. In emergency or “panic” braking, drivers usually apply less pedal force than needed despite pressing the pedal quickly. Brake Assist detects how quickly the driver has pressed the pedal, and if pedal velocity exceeds a certain threshold, Brake Assist immediately applies pressure up to the ABS limit to help increase braking effectiveness. The new Brake Override system ensures that the engine power will be cut when the brake pedal and accelerator are pressed simultaneously.

The Vehicle Dynamics Control (VDC) stability and four-wheel traction control system (TCS) is standard on every 2012 Subaru model. The VDC system uses a variety of sensors to compare where the vehicle is heading to where the driver is steering it. If corrective action is needed to help keep the vehicle on course, VDC can apply momentary brake pressure at individual wheels and can also reduce torque at the wheels via the electronic throttle control system. It should be noted that traction control functions as a second line of defense against wheelslip, after All-Wheel Drive. In other words, traction control in a Subaru is not the means of power distribution, as it is on some other all-wheel drive vehicles.

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2012 Subaru Impreza® Standard and Optional Equipment

- 4-door: 2.0i 2.0i Premium 2.0i Limited
- 5-door: 2.0i 2.0i Premium 2.0i Sport Premium 2.0i Limited 2.0i Sport Limited

Impreza 2.0i

Performance

- 2.0-liter DOHC, 16-valve horizontally opposed 4-cylinder engine; 148 horsepower and 145 lb.-ft. peak torque
- 15-in. steel wheels with full wheel covers
- 195/65 R15 all-season tires
- 4-wheel disc brakes
- 5-speed manual transmission
- **Electric power-assisted steering**
- Incline Start Assist (5-speed manual transmission)

Safety & Security

- 3-point seatbelts for all seat positions (height-adjustable for outboard positions); front seatbelts with electrically triggered pre-tensioners and force limiters
- 4-channel/4-sensor Anti-lock Brake System (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist
- 5-mph impact-absorbing bumpers
- **Brake Override System**
- Advanced Airbag System (SRS)
- Front seat side impact pelvis/torso air bags (SRS)
- Side-curtain air bags
- **Driver's knee airbag**
- Daytime running lights (DRL)
- Internal child safety trunk release with self-illuminating handle (sedans)
- LATCH (Lower Anchors and Tethers for CHildren) uniform child restraint anchorage system
- Remote keyless entry system
- Ring-Shaped Frame Reinforcement body structure with front and rear crumple zones
- Safety brake pedal system
- Security system with engine immobilizer
- Tire Pressure Monitoring System
- Vehicle Dynamics Control (VDC) with traction control system (TCS)
- **Whiplash-protection front seats**

Design & Functional -- Exterior

- Body-color door handles
- **Black** foldable side mirrors
- Green-tinted glass
- Roof-mounted antenna

Comfort & Convenience

- 24-hour roadside assistance for vehicle limited warranty period
- 65/35 split fold-down rear seat backs
- AM/FM stereo with single CD player, four speakers, Radio Data Broadcasting System
- 12v power outlets: one in front and one in rear of center console
- Air conditioning
- Air filtration system
- 3-spoke steering wheel
- Bottle holders integrated into door panels
- Carpeted floor mats

- Cup holders, front: dual in center console
- Cloth upholstery
- Digital clock
- Digital dual-mode trip odometer
- Dome light with off-delay
- Driver's footrest
- Dual overhead map lights
- Dual visor vanity mirrors with sliding lids
- **ECO gauge**
- Front storage tray
- Headlights/parking lights automatic-off with ignition switch
- Height-adjustable driver's seat
- Lockable, LED-illuminated glove box (LED illumination on Premium and higher trim levels)
- **Multi-function display with fuel economy information**
- Outside temperature gauge
- Passenger assist grips (4)
- Power door locks
- Power side mirrors
- Power windows with driver's **auto up/down**
- Rear window defroster with timer
- Rear seat heater duct outlets (4)
- Remote fuel door release
- Remote trunk release
- Seatback pocket on front passenger seat
- Tilt-adjustable **and telescopic** steering column
- Trunk light (sedans)
- Variable intermittent windshield wipers

Impreza 2.0i 5-door adds:

- Cargo area tie-down hooks
- Cargo area grocery bag hooks
- Rear window wiper with washer
- Rear roof spoiler

Optional

- Lineartronic® CVT (continuously variable transmission)

Impreza 2.0i Premium (sedan and 5-door) adds or substitutes over 2.0i:

- 16 x 6.5-inch aluminum alloy wheels
- 205/55 R16 all-season tires
- AM/FM stereo with single-disc CD player with MP3/WMA capability, 6 speakers, Bluetooth® audio streaming and hands-free phone connectivity, iPod® control capability, USB port and 3.5mm aux. jack
- Body-color exterior mirrors
- Cargo area cover (5-door)
- **Center console adjustable armrest lid**
- Chrome interior door handles
- Cruise control
- Fog lights
- Illuminated ignition switch ring
- Rear suspension stabilizer bar
- Steering wheel switches for cruise control, audio system and Bluetooth

Optional

- Lineartronic® CVT (continuously variable transmission) with 6-speed manual mode and steering wheel paddle shifters
- All-Weather Package (heated front seats, heated exterior mirrors and windshield wiper de-icer)
- Alloy Wheel Package (17-inch alloy wheels, 205/50 R17 all-season tires, stainless steel tailpipe tip (sedan only), leather-wrapped shifter handle and steering wheel)
- Power moonroof
- Navigation system -- includes the following:
 - Touch-screen GPS navigation system
 - AM/FM stereo with HD radio, single-disc CD player with MP3/WMA file capability
 - Navigation screen: 6.1-in. LCD
 - Voice activated controls
 - Bluetooth® audio streaming and hands-free phone connectivity
 - iPod control capability
 - iTunes® tagging capability
 - USB port
 - SMS text messaging capability
 - XM® Satellite Radio and Navtraffic® (subscriptions required)
 - 3.5mm auxiliary input jack
 - 6 speakers
 - Roof mounted audio and satellite antenna

Impreza 2.0i Sport Premium (5-door only) adds or substitutes over 2.0i Premium:

- 17x7-inch aluminum alloy wheels, gunmetal gray finish
- 205/50R17 all-season tires
- All-Weather Package (dual-mode heated front seats, heated exterior mirrors, windshield wiper de-icer)
- Sport fabric upholstery
- Fog lights
- Roof rails (black finish)
- Body-color rocker spoiler
- Available two-tone body color

Optional

- Lineartronic CVT (continuously variable transmission) with 6-speed manual mode and steering wheel paddle shifters

Impreza 2.0i Limited (sedan and 5-door) adds or substitutes over 2.0i Premium:

- Standard Lineartronic CVT (continuously variable transmission) with 6-speed manual mode and steering wheel paddle shifters
- 17-inch alloy wheels with 205/50 R17 all-season tires
- AM/FM/CD stereo with:
 - HD radio
 - single-disc CD player with MP3/WMA file capability
 - 4.3-in. LCD display screen
 - Radio Data Broadcast System (RDBS)
 - Bluetooth audio streaming and hands-free phone connectivity
 - iPod control capability
 - iTunes tagging capability
 - USB port
 - 3.5mm auxiliary input jack

- 6 speakers

- All-Weather Package (heated front seats, heated exterior mirrors and windshield wiper de-icer)
- Auto on/off headlights
- Automatic climate control system
- Chrome exterior door handles; chrome accent front grille
- Fog lights with chrome trim rings
- Leather-trimmed upholstery
- Leather-wrapped steering wheel and shifter handle
- Rear seat armrest with dual cupholders

Optional

- Power moonroof
- Navigation system (same as optional for Premium)

Impreza 2.0i Sport Limited (5-door only) adds or substitutes over 2.0i Sport Premium:

- Standard Lineartronic CVT (continuously variable transmission) with 6-speed manual mode and steering wheel paddle shifters
- AM/FM stereo with:
 - HD radio, single-disc CD player with MP3/WMA file capability
 - 4.3-in. LCD display screen
 - Radio Data Broadcast System (RDBS)
 - Bluetooth audio streaming and hands-free phone connectivity
 - iPod control capability
 - iTunes tagging capability
 - USB port
 - 3.5mm auxiliary input jack
 - 6 speakers
- Auto on/off headlights
- Automatic climate control system
- Leather-trimmed upholstery
- Leather-wrapped steering wheel and shifter handle
- Rear seat armrest with dual cupholders
- Silver-accent front grille

Optional

- Power moonroof
- Navigation system (same as optional for Premium)


New-for-2012 features highlighted in bold.

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IMPREZA®

Subaru of America, Inc.

2012 IMPREZA MODELS ⁽¹⁾

Model Code	Model / Trim	Transmission	Emissions Spec Code*	Applicable Options	MSRP	
					MSRP (1)(2)	Including \$750 Dest & Del'y (3)
Impreza 4-Door Models						
CJA	2.0i	5MT	U6	01	\$17,495	\$18,245
CJB	2.0i	CVT	U6	01	\$18,495	\$19,245
CJC	2.0i Premium	5MT	U6	01, 02, 27	\$18,795	\$19,545
CJD	2.0i Premium	CVT	U6	01, 02, 27, 28, 29	\$19,795	\$20,545
CJF	2.0i Limited	CVT	U6	01, 04, 08	\$21,595	\$22,345
Impreza 5-Door Models						
CLA	2.0i	5MT	U6	01	\$17,995	\$18,745
CLB	2.0i	CVT	U6	01	\$18,995	\$19,745
CLC	2.0i Premium	5MT	U6	01, 02, 27	\$19,295	\$20,045
CLD	2.0i Premium	CVT	U6	01, 02, 27, 28, 29	\$20,295	\$21,045
CLF	2.0i Limited	CVT	U6	01, 04, 08	\$22,095	\$22,845
CLJ	2.0i Sport Premium	5MT	U6	01	\$20,295	\$21,045
CLK	2.0i Sport Premium	CVT	U6	01	\$21,295	\$22,045
CLL	2.0i Sport Limited	CVT	U6	01, 62, 63	\$22,595	\$23,345
PARTIAL ZERO EMISSIONS (PZEV) MODELS:						
						
Impreza 4-Door Models						
CJA	2.0i - PZEV	5MT	U5	01	\$17,795	\$18,545
CJB	2.0i - PZEV	CVT	U5	01	\$18,795	\$19,545
CJC	2.0i Premium - PZEV	5MT	U5	01, 02, 27	\$19,095	\$19,845
CJD	2.0i Premium - PZEV	CVT	U5	01, 02, 27, 28, 29	\$20,095	\$20,845
CJF	2.0i Limited - PZEV	CVT	U5	01, 04, 08	\$21,895	\$22,645
Impreza 5-Door Models						
CLA	2.0i - PZEV	5MT	U5	01	\$18,295	\$19,045
CLB	2.0i - PZEV	CVT	U5	01	\$19,295	\$20,045
CLC	2.0i Premium - PZEV	5MT	U5	01, 02, 27	\$19,595	\$20,345
CLD	2.0i Premium - PZEV	CVT	U5	01, 02, 27, 28, 29	\$20,595	\$21,345
CLF	2.0i Limited - PZEV	CVT	U5	01, 04, 08	\$22,395	\$23,145
CLJ	2.0i Sport Premium - PZEV	5MT	U5	01	\$20,595	\$21,345
CLK	2.0i Sport Premium - PZEV	CVT	U5	01	\$21,595	\$22,345
CLL	2.0i Sport Limited - PZEV	CVT	U5	01, 62, 63	\$22,895	\$23,645

2012 IMPREZA OPTION PACKAGES (OP) ⁽¹⁾

Option Code	Description	MSRP (1)(2)
01	Standard Model	N/A
02	All-Weather Package	\$500
04	Moonroof	\$1,000
08	Moonroof + Navigation System	\$2,000
27 ^(a)	All-Weather Package + Alloy Wheel Package + Moonroof	\$2,000
28 ^(a)	All-Weather Pkg. + Alloy Wheel Pkg. + Navigation System	\$2,000
29 ^(a)	All-Weather Pkg. + Alloy Wheel Pkg. + Navi. System + Moonroof	\$3,000
62	Moonroof	\$1,000
63	Moonroof + Navigation System	\$2,000

a) Alloy Wheel Package includes 17-Inch Alloy Wheels, 205/50 R17 All-Season Tires, Tailpipe: Dual / Single Outlet w/ Stainless Tips & Leather-wrapped Steering Wheel & Shifter Handle

***EMISSIONS SPECIFICATION CODES**

*U6 = Certified in all 50 states, but SOA limits quantities sold in AZ, CA, CT, MA, MD, ME, NJ, NY, OR, PA, RI, VT & WA.

*U5 = PZEV (Partial Zero Emissions Vehicle) Must be sold in the following states to comply w/ Subaru of America sales policy: AZ, CA, CT, MA, MD, ME, NJ, NY, OR, PA, RI, VT & WA.

(1) Prices, specifications, options/features and models subject to change without notice.

(2) Retail prices shown are suggested prices only and do not include licenses and state or local taxes.

(3) Destination & Delivery of \$750 includes handling & inland freight charges to the dealer's location, and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI, and VT. Destination & Delivery to dealers in Alaska is \$900.