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SUBARU ANNOUNCES 2014 IMPREZA[®] PRICING

- **Most fuel efficient AWD car in America**

The 2014 Impreza offers the highest fuel economy of any all-wheel drive, gasoline car offered in the United States. Its EPA ratings of 27 mpg city / 36 mpg highway / 30 mpg combined for models with the Lineartronic[®] continuously variable transmission (CVT) are comparable with front-wheel drive cars. The 2014 Impreza also offers a 5-speed manual transmission priced at \$17,895.

Offered in 4 and 5-door models, the 2014 Impreza weighs less than some front-wheel drive compact models, yet high-strength construction preserves Subaru's standard for safety, vehicle integrity and agility. Every 2014 Impreza is equipped as standard with Symmetrical All-Wheel Drive and powered by a 148-hp 2.0-liter Subaru BOXER engine.

Impreza 2.0i and 2.0i Premium trims are offered with 5-speed manual transmission or the lighter, more compact second-generation version of the Subaru-engineered Lineartronic CVT. 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 2.0i models equipped with CVT have a starting MSRP of \$18,895.

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. Well-equipped Impreza 2.0i Limited models with CVT as standard are priced at \$22,195.

All 2014 Impreza models feature as standard a tilt/telescoping steering wheel, power windows, door locks and side mirrors, a 60/40-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, variable intermittent windshield wipers and a low windshield washer fluid warning light.

Impreza Premium models add 16-inch alloy wheels, steering wheel audio and Bluetooth® control switches, a rear stabilizer bar for crisper handling, 6-speaker audio system, adjustable console armrest, body-color exterior mirrors and chrome interior door handles. The All-Weather Package, which is standard on the 2.0i Premium 5-speed and optional for the 2.0i Premium with CVT, adds heated front seats, heated exterior mirrors and a windshield wiper de-icer.

A power moonroof and navigation system are available on Premium models. The navigation system includes a 6.1-inch touch screen LCD display, Rear Vision Camera, 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.

For 2014, Aha® Infotainment smartphone integration included with the optional navigation system for all 2.0i Premium, 2.0i Limited and 2.0i Sport Limited models.

Competitively priced at \$20,795, the Impreza 2.0i Sport Premium is a five-door-only model that gets a more aggressive stance from body-color rocker panel spoilers and standard 17-inch alloy wheels. Also standard are fog lights, roof rails, unique seat fabric and a leather-wrapped steering wheel and shift knob.

Topping the 2014 Impreza range, the Limited and Sport Limited (five-door only) models deliver the highest level of comfort and convenience offered in the Impreza line. Leather

seating is standard, along with a display-type audio system featuring a 4.3-inch display screen and standard HD Radio. Rear vision camera is now standard on Limited models and pricing begins at \$22,195.

2014 Subaru Impreza 4 and 5-door models			
Model/Trim	Transmission	MSRP	MSRP + Destination and Delivery
4-door Models			
2.0i	5MT	\$17,895	\$18,690
2.0i	CVT	\$18,895	\$19,690
2.0i Premium	5MT	\$19,795	\$20,590
2.0i Premium	CVT	\$20,295	\$21,090
2.0i Limited	CVT	\$22,195	\$22,990
5-door Models			
2.0i	5MT	\$18,395	\$19,190
2.0i	CVT	\$19,395	\$20,190
2.0i Premium	5MT	\$20,295	\$21,090
2.0i Premium	CVT	\$20,795	\$21,590
2.0i Limited	CVT	\$22,695	\$23,490
2.0i Sport Premium	5MT	\$20,795	\$21,590
2.0i Sport Premium	CVT	\$21,795	\$22,590
2.0i Sport Limited	CVT	\$23,195	\$23,990

Destination & Delivery is \$795 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$945 for dealers in Alaska.

All Impreza 2.0i models are PZEV (Partial Zero Emissions Vehicle).

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 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. Media can visit www.media.subaru.com.

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