



Contact: Dominick Infante
Subaru of America, Inc.
856-488-8615
dinfante@subaru.com

Jessica Tullman
Subaru of America, Inc.
310-352-4400
jtullman@subaru.com

FOR IMMEDIATE RELEASE

**2015 SUBARU IMPREZA[®] GETS NEW LOOK, NEW REFINEMENTS AND
NOW OFFERS EYESIGHT[®] DRIVER ASSIST TECHNOLOGY**

- Revised front styling with new headlights, grille and bumper
- Rear Vision Camera standard across line
- Award-Winning EyeSight[®] Driver Assist Technology now available
- Lineartronic[®] CVT now standard on 2.0i Premium
- Enhancements make cabin quieter
- New infotainment systems and features
- Upgraded interior trim
- Improved mileage - continues to deliver best fuel economy of any gasoline all-wheel drive passenger car available: now 28 mpg city / 37 mpg highway / 31 mpg combined

CHERRY HILL, NJ – Subaru of America, Inc., which has posted record-breaking sales every year for the past six years, has introduced a comprehensively upgraded Impreza[®] line of compact 4-door and 5-door models for 2015. The Impreza joins the Legacy[®], Outback[®] and Forester[®] lines in offering the brand's innovative, award-winning EyeSight[®] Driver Assist Technology, which includes Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning.

All Impreza models are powered by a 148-hp 2.0-liter Subaru BOXER engine and feature standard Symmetrical All-Wheel Drive. For 2015, the Lineartronic CVT is now standard for the Premium and Limited trims and it has been tuned to provide a more natural stepped shift pattern. A 5-speed manual continues as standard in the base 2.0i and the Sport Premium trims.

The 2015 Impreza offers improved fuel economy, strengthening its position as offering

the highest fuel economy of any gasoline All-Wheel Drive car offered in the United States. Its EPA estimated ratings of up to 28 mpg city / 37 mpg highway and 31 mpg combined for models with the Lineartronic[®] continuously variable transmission (CVT) are comparable with front-wheel drive cars.

New Look, New Value

The 2015 Impreza debuts revised front styling with a new front bumper, grille and headlights that give it a closer kinship to the all-new 2015 Legacy[®]. A new exterior mirror enhances aerodynamics, as does a low-profile trunk spoiler on 4-door models. The sedans also feature LEDs (light emitting diodes) for the center high mounted stoplight.

Impreza's updated design includes new measures to make the ride quieter, including additional sound deadening and thicker side glass windows with improved sealing. A quick-ratio electric power assisted steering, standard on all models, enhances handling agility.

Already one of the best-equipped models in its segment, the Impreza gains additional standard features to enhance value for 2015. The base 2.0i model gains standard cruise control and a touch-screen infotainment system, and all trims now have a standard Rear Vision Camera and one-touch lane changer feature for the turn signals.

On Limited, Sport Premium and Sport Limited trims, exterior mirrors feature integrated turn signals. The Limited and Sport Limited trims also have new "welcome" lighting and an upgraded instrument cluster with center-mounted LCD color display and a steering wheel mounted control switch. Keyless Access with Push-Button Start system and PIN code access are new options on the 4-door Limited and Sport Limited.

EyeSight Driver Assist Technology is available for 2.0i Limited 4-door and 2.0i Sport Limited; models equipped with EyeSight also come with new Steering-Responsive Fog Lights. This feature, which works only when the fog lights are turned off, activates the left or right fog light independently, depending on vehicle speed and steering angle, to provide enhanced illumination in the direction of the turn. The fog lights are pre-aimed for maximum coverage in corners.

New Infotainment and Rear Vision Camera

For 2015, Subaru has significantly upgraded 2015 Impreza's infotainment capability. A new standard 6.2 infotainment system in the Impreza 2.0i provides a multitude of music and information sources, all through a 6.2-in. multi-function touch screen display with single-touch gesture control. The display also functions for the newly standard Rear Vision Camera.

The system integrates AM/FM stereo and HD Radio®; Radio Data Broadcast System; single-disc in-dash CD player; Subaru STARLINK smartphone integration with Aha™ Infotainment, Pandora® and iHeart® Radio; Bluetooth® hands-free phone connectivity and audio streaming; iPod® control capability and iTunes® Tagging capability, a USB port and aux. input jack, and four speakers. The Impreza 2.0i Premium features the same system, but with six speakers.

The upgrade infotainment system is standard for the Impreza 2.0i Limited trims and works through 7-inch touch screen display with multi-touch control that offers swipe and scrolling gesture control. This system offers six-speaker audio and all of the features of the base system plus voice-activated controls; SiriusXM® Satellite Radio (subscription required); a vehicle information display; SMS text messaging, iTunes® Tagging capability and dual USB ports.

The top infotainment system, optional for the 4-door Limited and Sport Limited trims, adds a navigation system that can be controlled with voice commands. This option expands information content with SiriusXM NavTraffic® and NavWeather® services (subscriptions required) and more.

Fun for the Driver, Comfort for the Passengers

Built on a 104.1-inch wheelbase, the Impreza offers one of the roomiest cabins in its segment. Rear seat passengers have 35.4 inches of legroom. Five-door models offer an impressive 22.5 cu. ft. of space behind the rear seat that expands to 52.4 cu. ft. with the standard 60/40 split rear seatbacks folded to create a flat load floor.

Liquid (hydraulic) engine mounts on models with the CVT help to dampen vibration. The double-wishbone rear suspension features pillow ball bushings for exemplary ride comfort, straight-line stability and handling agility.

The Impreza's 2.0-liter 4-cyl. BOXER engine produces 148 hp at 6,200 rpm and 145 lb.-ft. of peak torque at 4,200 rpm. The long-stroke configuration (84mm bore and 90mm stroke) emphasizes low and mid-range torque. The camshafts are chain driven, reducing long-term servicing costs. Dual Active Valve Control System (AVCS) variable valve timing optimizes torque performance and emissions.

The responsive BOXER engine can be matched to a 5-speed manual transmission or the lighter, more compact second-generation version of the Lineartronic CVT that is now also offered in all 2015 Subaru models except the BRZ sports car. All Impreza models (5-speed and CVT) feature Incline Start Assist, which helps prevent the vehicle from rolling back when moving away from a stop on an incline.

All Imprezas with the CVT, except the base 2.0i, feature a 6-speed manual mode with steering wheel paddle shifters that allow the driver to control the transmission. In the base 2.0 models with the CVT, a driver-selectable Low shift mode can provide additional engine braking when traveling down a grade, to enhance vehicle control.

Other technologies that help boost fuel efficiency in the Impreza include electric power assist steering (now with a quicker ratio for 2015), along with low rolling resistance tires. An ECO gauge in the instrument panel encourages economical driving.

Proven Subaru Quality and Value

In addition to its standard Symmetrical All-Wheel Drive, the 2015 Subaru Impreza delivers exceptional value throughout. Rich looking appointments and details abound, including soft-touch materials for the dashboard, door trim and center console armrest. Roomy 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 2015 Impreza 2.0i offers one of the best values in the compact class. Its lengthy list of standard amenities includes a tilt/telescoping steering wheel; Rear Vision Camera, cruise control; power windows, door locks and side mirrors; 60/40-split fold-down rear seat backs; outside temperature gauge; a multi-function display with fuel economy

information; steering wheel audio and Bluetooth® control switches; remote keyless entry system; security system with engine immobilizer; 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 Impreza models.

The 2.0i Premium increases handling agility with standard 16-inch alloy wheels and a rear suspension stabilizer bar. For 2015, the 2.0i Premium gains the Lineartronic CVT as standard. The All-Weather Package, which includes 2-stage heated front seats, heated exterior mirrors and a windshield wiper de-icer, is also standard. The 2.0i Premium 4-door offers an Alloy Wheel Package that, in addition to 17-inch alloy wheels, also includes a power moonroof, fog lights and a leather-wrapped steering wheel with silver stitching, plus other trim upgrades.

For an even sportier driving experience and appearance, the 2015 Impreza 2.0i Sport Premium is a 5-door model with a more aggressive stance from body-color rocker panel spoilers and standard 17-inch alloy wheels to further enhance agility. This trim also brings fog lights, turn-signal mirrors, roof rails, unique seat fabric and a leather-wrapped steering wheel and shift knob. A power moonroof is available as a standalone option.

Topping the 2015 Impreza range, the Limited and Sport Limited (5-door only) trims deliver the highest level of comfort and convenience offered in the Impreza line. Leather seating is standard, along with the new upgraded infotainment system, turn signal exterior mirrors, a color LCD in the gauge cluster, Welcome Lighting and a leather-wrapped steering wheel with silver stitching. Additional exterior chrome trim also distinguishes the Limited trims.

Symmetrical All-Wheel Drive: Two Different Types

Subaru offers two different versions of Symmetrical All-Wheel Drive in the 2015 Impreza, each tailored to the type of transmission. In models equipped with the 5-speed manual transmission, the Continuous AWD system uses a viscous-coupling locking center differential to distribute torque a nominal 50:50 front to rear. Slippage at either the front or rear wheels will cause the system to send more torque to the opposite wheels.

Models equipped with the Lineartronic CVT use Active Torque Split AWD. An

electronically managed continuously variable transfer clutch actively controls power distribution in response to driver input, driving conditions and wheel slippage.

The Subaru Safety Standard

The Impreza is built around the brand's proven Ring-shaped Reinforcement Frame body structure for exemplary collision protection. All 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 Brake Override system ensures that the engine power will be cut when both the brake and accelerator are pressed simultaneously. Vehicle Dynamics Control (VDC) combines stability and traction control functions.

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

Subaru produces a full line of All-Wheel Drive sedans, crossovers and SUVs, along with the rear-wheel drive BRZ sports car.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. 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 600 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. For additional information visit media.subaru.com.

#