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FOR IMMEDIATE RELEASE

### **2016 SUBARU IMPREZA® BOLSTERS SAFETY CREDENTIALS WITH NEW STARLINK SAFETY & SECURITY FEATURES**

- New SUBARU STARLINK™ Safety & Security features available
- New STARLINK Cloud Applications
- IIHS Top Safety Pick+ with Award-Winning EyeSight® Driver Assist Technology
- Standard Symmetrical All-Wheel Drive: the most affordable all-wheel drive car in America
- Highest fuel economy of any gasoline all-wheel drive car in the U.S.: 28 mpg city / 37 mpg highway / 31 mpg combined for models with CVT

Cherry Hill, N.J., Subaru of America, Inc., after giving the Impreza compact line a comprehensive upgrade for 2015, keeps the momentum going by making its SUBARU STARLINK™ Safety and Security features available for 2016. Employing advanced connected services, STARLINK can summon emergency assistance, provide a range of notifications and much more.

The brand's innovative, award-winning EyeSight® Driver Assist Technology, which includes Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning, is available on Limited, Sport Premium and Sport Limited trims. The available new STARLINK Safety & Security features bolster an already comprehensive safety roster available for the Impreza (available for Sport Premium and Sport Limited models, when also equipped with EyeSight®).

Models equipped with EyeSight® also come with 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.

### **All-Wheel Drive Fuel Economy Champ**

All Impreza models are powered by a 148-hp 2.0-liter SUBARU BOXER<sup>®</sup> engine and feature standard Symmetrical All-Wheel Drive. The Lineartronic<sup>®</sup> continuously variable transmission (CVT) is standard for the Premium and Limited trims and is tuned to provide a natural stepped shift pattern. A 5-speed manual continues as standard in the base 2.0i and the Sport Premium trims.

The 2016 Impreza achieves the highest fuel economy of any gasoline All-Wheel Drive car available 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 CVT are comparable with front-wheel drive cars.

### **Connected with STARLINK Safety & Security Features**

The new SUBARU STARLINK Safety & Security features are available for the 2016 Impreza Sport Premium and Sport Limited (equipped with EyeSight<sup>®</sup> Driver Assist Technology). Two STARLINK packages are available and are among the most affordable in the industry. The STARLINK Safety Plus package includes SOS Emergency Assistance, Enhanced Roadside Assistance, Automatic Collision Notification, Maintenance Notifications, Monthly Vehicle Health Report and Diagnostic Alerts.

For even greater peace of mind, the STARLINK Safety Plus & Security Plus Package adds Stolen Vehicle Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Vehicle Locator.

### **STARLINK Multimedia**

Introduced in 2015, the Impreza's STARLINK Multimedia systems, add more capability for 2016 with the addition of new STARLINK Cloud Applications, including Calendar, Stitcher<sup>™</sup>, Music Player, News and Weather. The standard STARLINK 6.2" Multimedia 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 standard Rear Vision Camera.

The system integrates AM/FM stereo and HD Radio<sup>®</sup>; Radio Data Broadcast System; single-disc in-dash CD player; SUBARU STARLINK<sup>™</sup> smartphone integration with Aha<sup>™</sup> Infotainment, Pandora<sup>®</sup>, Bluetooth<sup>®</sup> hands-free phone connectivity and audio streaming; plus STARLINK Cloud Applications; iPod<sup>®</sup> control capability and iTunes<sup>®</sup> 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 STARLINK 7.0" Multimedia Plus system is standard for the Impreza 2.0i Limited trims and works through a 7-inch touch screen display with multi-touch swipe and scrolling gesture control. This system offers six-speaker audio and all of the features of the STARLINK 6.2" system plus voice-activated controls; SiriusXM<sup>®</sup> All Access Radio and SiriusXM Travel Link<sup>®</sup> (subscriptions required); a vehicle information display; SMS text messaging, iTunes Tagging capability and dual USB ports.

The STARLINK 7.0" Multimedia Navigation 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 Traffic<sup>®</sup> (subscription 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. 5-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.

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 variable valve timing optimizes torque performance and emissions. Other technologies that help boost fuel efficiency in the Impreza include electric power assist steering, along with low rolling resistance tires. An ECO gauge in the instrument panel encourages economical driving.

The responsive BOXER engine can be matched to a 5-speed manual transmission or the Lineartronic® CVT. 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. All 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.

Liquid (hydraulic) engine mounts on CVT-equipped models help to dampen vibration. The double-wishbone rear suspension features pillow ball bushings for exemplary ride comfort, straight-line stability and handling agility. A quick-ratio electric power assisted steering enhances handling agility on all models.

### **Proven Subaru Quality and Value**

In addition to its standard Symmetrical All-Wheel Drive, the 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 phones, USB drives and MP3 players. All Impreza trims feature a standard Rear Vision Camera.

The 2016 Impreza 2.0i is not only the most affordable all-wheel drive passenger car in America; it's also 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. 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 a sportier driving experience and appearance, the 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 that also 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 range, the Limited and Sport Limited deliver the highest level of comfort and convenience offered in the 2016 Impreza line. Leather seating is standard, along with the STARLINK 7.0" Multimedia 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.

Welcome Lighting in the Limited and Sport Limited trims automatically activates cabin illumination and exterior lights as the driver approaches or departs the vehicle. The 4-door Limited and the Sport Limited offer available Keyless Access with Push-Button Start system and PIN code access. The latter enables the driver to leave the keys in the car when desired, such as when going for a run or a swim.

### **Symmetrical All-Wheel Drive: Two Different Types**

Subaru offers two different versions of Symmetrical All-Wheel Drive in the 2016 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 passive 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 uses 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](http://media.subaru.com).

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