



Contact: Dominick Infante  
Subaru of America, Inc.  
856-488-8615  
[dinfante@subaru.com](mailto:dinfante@subaru.com)

Jessica Tullman  
Subaru of America, Inc.  
310-352-4400  
[jtullman@subaru.com](mailto:jtullman@subaru.com)

FOR IMMEDIATE RELEASE

**2016 SUBARU WRX® OFFERS EYESIGHT® DRIVER ASSIST TECHNOLOGY  
AND STARLINK™ MULTIMEDIA**

- EyeSight® Driver Assist Technology, now with Lane Keep Assist, available for WRX Limited with Sport Lineartronic™ CVT (continuously variable transmission)
- Blind Spot Detection, Lane Change Assist and Rear Cross Traffic Alert available
- SUBARU STARLINK™ Multimedia in all trim levels
- 18-inch alloy wheels for Premium and Limited trims
- Active Torque Vectoring system

**Cherry Hill, N.J.** - Subaru of America, Inc. has introduced the 2016 WRX, featuring new available safety technology, including a Blind Spot Detection/Rear Cross Traffic Alert system with Lane Change Assist. In addition, new STARLINK touch-screen Multimedia systems offer a significantly enhanced user experience in all models. Premium and Limited trims add new 18-inch alloy wheels and front suspension enhancements.

Subaru introduced the new-generation WRX for 2016 featuring a new wide-body sedan design and a significantly stiffer chassis that expanded performance envelope. With its 268-horsepower, 2.0-liter direct injection turbocharged BOXER engine, standard Symmetrical All Wheel Drive and Active Torque Vectoring, the rally-bred WRX is a performance and value benchmark in the high-performance AWD sport-compact segment. The WRX comes standard with a 6-speed manual transmission and offers an optional performance automatic transmission, the Sport Lineartronic™ CVT with manual mode.

The 2016 WRX joins other Subaru models in offering the company's EyeSight® system, one of the highest-rated front crash prevention systems by the Insurance Institute of Highway Safety (IIHS). EyeSight®, which is integrated with Adaptive Cruise Control, Pre-Collision

Braking and Lane Departure warning, uses Subaru-developed stereo camera technology. Newly added to the 2016 WRX EyeSight® system is Lane Keep Assist, which uses the vehicle's electric power steering system to help the driver keep the vehicle within its lane when driving on the highway.

EyeSight® is available for the WRX Limited with the Sport Lineartronic™ CVT (continuously variable transmission). So equipped, the vehicle also comes with Steering Responsive Fog lights. This feature (which works when the fog lights are off) activates the left or right fog light independently, depending on the 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. Also with the EyeSight® option, the WRX Limited comes equipped with an electronic parking brake with console-mounted switch, and Hill Holder®.

The 2016 WRX base trim model comes standard with a new low-profile trunk spoiler, and all trims feature new gloss black cabin trim.

The new-generation Subaru WRX marked a major evolutionary step for the rally-bred performance car that has become a global automotive icon. The stiffer chassis, larger front brakes, performance-tuned suspension and a driver-focused interior remain integral to the WRX performance character. At the same time, a roomier interior, upgraded cabin comfort and materials and a wide array of new user technologies gave the WRX a more refined feel.

### **SUBARU STARLINK™ Multimedia Systems**

The WRX features a standard STARLINK 6.2" Multimedia system with a 6.2-in. single-touch gesture display, AM/FM stereo with HD Radio®, SiriusXM® All Access Radio, Radio Data Broadcast System, single-disc CD player, Bluetooth® hands-free phone connectivity and audio streaming, iPod® control, iTunes® Tagging, a USB port and an auxiliary input jack. Smartphone integration features Aha™ and Pandora®, along with new STARLINK Cloud Applications Stitcher™, Calendar, Music Player, News and Weather joining iHeart® Radio. The screen also provides the display for the standard rear vision camera.

The optional STARLINK 7.0" Multimedia Navigation system, which comes in a package with the Harman Kardon® amplifier and 9-speaker premium sound system, includes all features of the STARLINK 6.2" Multimedia system and adds navigation and a high-resolution 7-inch LCD screen featuring multi-touch gesture controls, much like a smartphone or tablet. In

addition, this system includes SMS text messaging, iTunes® tagging capability and dual USB ports and also adds SiriusXM Travel Link® and SiriusXM Traffic® (subscriptions required). Maps are upgradeable via SD card, and three years of complimentary updates are included.

### **2.0-liter Turbo BOXER**

The new-generation WRX brings its racing pedigree to the road with a turbocharged FA-Series BOXER engine. The aluminum BOXER engine and simple, symmetrical drivetrain layout help to lower the WRX's center of gravity, a trait that contributes to its sporty handling characteristics.

The WRX 2.0-liter, 4-cylinder BOXER engine uses a combination of direct fuel injection, high compression (10.6:1), Subaru Dual Active Valve Control System (DAVCS), a twin-scroll turbocharger and an intercooler. The engine produces 268 horsepower at 5,600 rpm, accompanied by a broad torque curve that peaks at 258 lb-ft over a 2,000-5,200 rpm engine speed range. The quad exhaust tailpipe tips emit a deep, powerful sound.

The 6-speed manual transmission provides a wide ratio spread and incorporates several performance and durability improvements for this high-performance application, including carbon synchronizers on first and second gears.

### **Sport Lineartronic™ CVT (continuously variable transmission) with 6-Speed and 8-Speed Manual Modes**

The 2016 WRX offers the option of the Sport Lineartronic™ CVT, engineered to enrich the performance-driving experience. Models so equipped also feature Subaru Intelligent Drive (SI-DRIVE), a powertrain performance management system that allows the driver to tailor the vehicle's driving characteristics by choosing from among three modes – “Intelligent,” “Sport” and “Sport Sharp” – using a switch on the steering wheel.

The Sport Lineartronic™ CVT delivers an ultra-smooth driving character with the choice of stepped automatic shifting 8 pre-selected ratios (when in Sport Sharp mode) and also 6-speed and 8-speed manual shifting modes using steering wheel paddle switches. With Intelligent mode selected, SI-DRIVE provides a more relaxed throttle response curve, making it useful for commuting in traffic, for example. At large throttle openings, the Sport Lineartronic™ CVT will operate using stepped shifting.

Switching SI-DRIVE into Sport mode provides quick throttle responses and powerful, linear

acceleration. If the transmission lever is in “D” while in Sport mode, any throttle application over 30 percent allows the transmission to operate using stepped shifting. Moving the transmission lever to “M” while in Sport mode accesses a 6-speed manual mode using steering wheel paddle shift control switches.

Switching to Sport Sharp modifies the engine’s electronic throttle mapping to deliver even quicker throttle response. When Sport Sharp is selected, the transmission operates as an 8-speed in both normal and manual modes.

### **High-Performance Chassis**

Subaru benchmarked top sports cars when setting WRX steering performance targets. Gripping a flat-bottom leather-wrapped steering wheel, the WRX driver will experience the kind of immediate steering response characteristics of the best sports cars. The 14.3:1 steering ratio provides a quick 2.8 turns lock-to-lock and a tight 35.4-ft. turning circle. Premium and Touring trims, with standard 18-inch wheels and 245/40R18 tires, feature a slightly quicker 2.7 turns lock to lock.

The WRX body structure makes extensive use of high-tensile steel and features special stiffening elements at key locations. The springs, dampers, crossmembers, subframe bushings, and front control-arm bushings and attachments are all stiffer than in the previous-generation WRX. The front suspension struts feature thicker outer tubes, and the aluminum alloy lower control arms use pillow ball-type joint bushings and pillow ball-type joint mounts. Likewise, the rear suspension lateral links also use this type of bushing.

Torsional rigidity is increased 41 percent compared to the previous WRX. The front stabilizer bar thickness is increased by 3 mm. Front spring rates were increased by 39 percent, and rear spring rates increased by 62 percent. Larger front brake discs than the previous-generation WRX, now 12.4 inches in diameter (up from 11.6 inches), provide greater surface area and fade resistance. The WRX rolls on standard 17 x 8-inch wheels; Premium and Limited trims gain 18-inch wheels for 2016.

### **Two Types of Symmetrical AWD and Active Torque Vectoring**

When equipped with the 6-speed manual transmission, the Subaru WRX uses the brand’s Continuous AWD version of Symmetrical All-Wheel Drive. A viscous coupling locking center differential nominally distributes torque 50:50 front to rear, and Vehicle Dynamics Control (VDC) provides stability and traction control. Should slippage occur, the system transfers more torque to the wheels with the best traction.

The Sport Lineartronic™ CVT is teamed exclusively with the Variable Torque Distribution (VTD) version of Symmetrical All-Wheel Drive. A planetary gear-type center differential and an electronically controlled hydraulic transfer clutch manage torque distribution between the front and rear wheels. Under most conditions, VTD splits the torque 45:55, with the rearward torque bias contributing to handling agility. The VTD system continually optimizes torque distribution in response to driving conditions and input from steering wheel angle, yaw and lateral g-force sensors.

Active Torque Vectoring is a yaw-control system employing the front brakes. When cornering, the system applies slight pressure to the inside front wheel to reduce understeer and enhance response. The multi-mode Vehicle Dynamics Control (VDC) system offers three modes, Normal, Off and Traction. The latter disables stability and traction control but retains Active Torque Vectoring.

### **Premium Cabin**

The new-generation WRX offers the roomiest ever cabin for this high-performance model, and premium touches abound, including soft-touch materials for the dashboard, door trim and center console armrest. The sporty flat-bottom, leather-wrapped steering wheel provides tilt and telescoping adjustments and integrates switches for audio and Bluetooth®. Whiplash-reducing front performance design seats feature separate tilt- and height-adjustable head restraints. The high-grip black fabric is trimmed with red stitching, which is also used on the leather-wrapped steering wheel and shift knob. Numerous compartments located in and around the center console can hold phones, USB drives and MP3 players.

### **Three Trim Lines**

The 2016 WRX is available in standard, Premium and Limited Trim lines. In all models, a multi-information central display with 4.3-in. LCD screen provides a multitude of vehicle system functions, including a boost gauge display, oil and washer fluid levels, selected gear ratio and a VDC screen showing traction control operation. The display can also provide a vehicle self-check and maintenance reminder.

Standard features for the WRX include automatic climate control and the STARLINK 6.2" Multimedia system. A standard 60/40-split fold-down rear seat extends versatility. The WRX Premium steps up comfort and convenience with the All-Weather Package (dual-mode heated front seats, heated exterior mirrors and windshield wiper de-icer), power tilt/slide glass moonroof, fog lights and illuminated visor vanity mirrors.

The Limited builds on the Premium, adding the luxury of leather-trimmed upholstery, an 8-way power driver's seat and Welcome Lighting. Exclusive to the WRX Limited, LED low-beam headlights provide a unique look and enhanced visibility, and the system includes automatic off/on. Keyless Access and Push-Button Start with Pin Code Access is available.

### **Subaru Safety**

Subaru's renowned safety starts with the brand's proven Ring-shaped Reinforcement Frame body structure, which has been shown to excel in the new small overlap test by the Insurance Institute for Highway Safety (IIHS). In the cabin, a driver's knee airbag is added to the roster of safety features that includes front side pelvis/torso airbags and side curtain airbags that offer front and rear outboard seat coverage.

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).

# # #