



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

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

Charles Ballard
Subaru of America, Inc.
856-488-8759
cballard@subaru.com



FOR IMMEDIATE RELEASE

SUBARU OF AMERICA ANNOUNCES PRICING ON ALL-NEW 2018 CROSSTREK MODELS

- Crosstrek prices start just \$100 over previous generation
- Second implementation of new Subaru Global Platform
- 2.0-liter BOXER Engine with Direct Injection
- Enhanced Safety, Comfort and Agility including X-MODE with Hill Descent Control
- Active Torque Vectoring and Raised Stablex Suspension standard on all models

Cherry Hill, N.J., - Subaru of America, Inc. announced pricing on the all-new 2018 Crosstrek line. The Crosstrek is the second model to use the Subaru Global Platform that is designed to deliver significantly higher levels of driving pleasure, agility, crash protection and ride comfort.

In just its 3rd year of production, Crosstrek became Subaru's third best-selling model. The 2018 Subaru Crosstrek will be offered in three trim levels: 2.0i base, Premium and Limited and has a starting price at just \$100 over the last generation model at \$21,795. For the first time, the

Lineartronic® CVT (Continuously Variable Transmission) is available on the 2.0i base trim. This new model lowers the entry price for a CVT model compared to last generation.

Every Crosstrek is equipped with standard Symmetrical All-Wheel Drive (AWD) and, depending on trim level, is offered as either a 6-speed manual or CVT. Upgraded from the previous model's 5-speed, the new 6-speed manual transmission models have fuel economy of 23city/29hwy and 25 combined miles per gallon. The CVT features a 7-speed manual mode function with steering wheel paddle shifters (Premium and Limited trim only) that allow the driver to control the transmission via seven pre-set ratios. Fuel economy for CVT models is 27city/33hwy and 29 combined miles per gallon. The 2018 Crosstrek combines bold new design and a highly capable chassis with 8.7-in. of ground clearance for versatility in both off-road and city driving.

A revised version of the FB 2.0-liter 4-cylinder SUBARU BOXER® engine gains direct fuel injection and other enhancements to boost both performance (now 152-hp vs. 148 before) and drivability.

The 2018 Crosstrek, when equipped with optional EyeSight® Driver Assist Technology, received the 2017 *TOP SAFETY PICK* award and when equipped with both EyeSight and LED Steering Responsive Headlights, received the 2017 *TOP SAFETY PICK+* award from the Insurance Institute for Highway Safety. The new platform underpinning the 2018 Crosstrek improves crash energy absorption by 40 percent over present models.

The Crosstrek 2.0i wears new 17-in. alloy wheels and has a suite of new standard features such as raised Stablex suspension and Active Torque Vectoring. CVT models have X-MODE with Hill Descent Control (HDC) for enhanced performance in low-friction and off-road conditions. The interior has been upgraded with black simulated carbon fiber finish on the center dash panel as well as the front and rear door panels. There is also a new standard gloss black rear roof spoiler. All Crosstrek trims are equipped with roof rails and black side cladding.

A new 6.5-in. touchscreen for the SUBARU STARLINK™ multimedia system adds Android® Auto and Apple CarPlay™; power windows with auto up/down on both driver and passenger sides; 60/40-split fold-down rear seat; power door locks and side mirrors; multi-function display with fuel economy information; tilt and telescoping steering column; security system with engine immobilizer; carpeted floor mats; and more.

With a standard 6-speed manual transmission, Premium trim Crosstreks are priced from \$22,595. With just a \$100 increase from last year, this trim adds SUBARU STARLINK Connected Services; the All-Weather Package featuring heated front seats, windshield wiper de-icer, and heated exterior mirrors; and auto-on/off headlights linked to windshield wiper operation. A new sound insulated windshield and Welcome Lighting are standard on the Premium trim. Stepping up to the Premium trim also brings wider option availability, including power moonroof and multiple driver assist technology systems. Models equipped with Subaru's award-winning EyeSight Driver Assist Technology now include a Tire Pressure Monitoring System with Individual Wheel Pressure Display and an overhead console shower light.

The new Subaru Global Platform, together with the SUBARU BOXER engine, Symmetrical AWD and EyeSight, represent the brand's core technologies and constitutes the foundation of the next generation of Subaru vehicles. Crosstrek's new platform incorporates new framework with optimized cross sections and highly stiffened joints between structures to significantly enhance straight-line stability, agility, and ride comfort while suppressing noise, vibration, and harshness to a degree not seen in the compact SUV class. Specifically, the new platform increases rigidity of the unitized body structure by over 70 percent.

The Limited continues as the top of the model line with upgrades over the Crosstrek Premium including the standard CVT with X-MODE with HDC, SUBARU STARLINK 8.0" Multimedia Plus System, 18-in. machine finished alloy wheels, Keyless Access with Push-Button Start and Pin Code Access, 6-way Power Driver's seat and new Steering Responsive Headlights which can illuminate curves as the vehicle steers into them. Limited trims include Automatic LED low and high beam height adjustment control. Blind Spot Detection with Lane Change Assist and Rear Cross Traffic Alert are also standard. The 2018 Crosstrek 2.0i Limited is priced from \$26,295.

The all-new interior on the Crosstrek Limited features black or new high-contrast gray leather with orange stitching on seats, door armrests and instrument panel. Limited trims include upgraded Multi-Function display and individual wheel display TPMS indicators. The exclusive instrument panel features white gauge cluster illumination, and new Harman Kardon® premium audio is available in the Crosstrek for the first time.

The optional EyeSight system includes Adaptive Cruise Control, Automatic Pre-Collision Braking and Lane Departure and Sway Warning. Optional enhancements to EyeSight-equipped Limited trims include navigation, High Beam Assist which automatically activates and

deactivates the high beam headlights based on driving conditions, Reverse Automatic Braking and overhead console shower light.

All 2018 Crosstrek models include Subaru advanced frontal airbag system, front driver and passenger seat side impact airbags, side curtain airbags and a driver's knee airbag.

SUBARU STARLINK multimedia systems offer the latest in digital music playing, Bluetooth® wireless capability, iPod® control, Android Auto and CarPlay, smartphone integration and more. The display screen acts as the display for the standard rear vision camera, and the top-level system includes navigation.

SUBARU STARLINK Connected Services comes with the Safety Plus package that offers SOS Emergency Assistance, Enhanced Roadside Assistance, Automatic Collision Notification, Maintenance Notifications, Monthly Vehicle Health Report, and Diagnostic Alerts. This package can be upgraded to the Safety Plus & Security Plus package that adds Stolen Vehicle Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Vehicle Locator.

2018 SUBARU CROSSTREK				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery
2.0i	6MT	'01	\$21,795	\$22,710
2.0i	CVT	'01	\$22,795	\$23,710
2.0i Premium	6MT	11	\$22,595	\$23,510
2.0i Premium	CVT	11, 12, 13, 14	\$23,595	\$24,510
2.0i Limited	CVT	21, 22, 23	\$26,295	\$27,210

2018 SUBARU CROSSTREK OPTION PACKAGE MSRP	
CODE 01 Standard Model 2.0i base 6MT	N/A
CODE 11 Standard Model 2.0i Premium 6MT	N/A
CODE 12 Moonroof + Blind Spot Detection/ Rear Cross Traffic Alert	\$1,400

CODE 13 EyeSight® + Blind Spot Detection/ Rear Cross Traffic Alert	\$1,395
CODE 14 Eyesight® + Moonroof + Blind Spot Detection/ Rear Cross Traffic Alert	\$2,395
CODE 21 Standard Model 2.0i Limited	N/A
CODE 22 EyeSight® with Reverse Automatic Brake + High Beam Assist + Moonroof	\$2,095
CODE 23 EyeSight® with Reverse Automatic Brake + High Beam Assist + Navigation System + Harman Kardon® Amplifier and Speakers	\$3,445

Destination & Delivery of \$915 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 \$1,065.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) 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 620 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

For additional information visit media.subaru.com. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

###