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## **SUBARU OF AMERICA ANNOUNCES PRICING ON 2018 SUBARU IMPREZA MODELS**

- Built on new Subaru Global Platform
- Available Sedan and 5-door Models
- New automatic headlight activation with windshield wiper operation
- SUBARU STARLINK Multimedia systems with Apple CarPlay and Android Auto
- 2.0-liter 4-cylinder BOXER engine with direct fuel injection
- MSRP is \$100 over previous model year

Cherry Hill, N.J., – July 20, 2017 – Subaru of America, Inc. announced pricing on the 2018 Impreza sedan and 5-door models. The 2018 Impreza features the new Subaru Global Platform that delivers significantly higher levels of driving pleasure, agility, crash protection and ride comfort. New automatic headlight activation, when windshield wipers are turned on, is now standard on Premium, Sport and Limited trims. As with previous generations, every Impreza is equipped with Subaru Symmetrical All-Wheel Drive and a SUBARU BOXER® engine. The 2018 Subaru Impreza is offered in four trim levels: 2.0i base, Premium, Sport and Limited and has a starting price of just \$100 over the previous model year MSRP at \$18,495.

The 2.0i starts with an extensive roster of standard features including a 6.5-in. multimedia touchscreen; 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.

The Premium trim, priced from \$21,295, adds new automatic headlight activation with windshield wiper operation along with SUBARU STARLINK™ Safety and Security features, 16-in. alloy wheels, the All-Weather Package featuring heated front seats, windshield, and exterior mirrors. Premium 5-door Imprezas also feature standard roof rails. Stepping up to the Premium trim also brings wider option availability, including a power moonroof and driver assist technology.

The Impreza 2.0i Sport, available in sedan and 5-door, delivers a more fun-to-drive performance feel thanks to exclusive suspension tuning, 18-in. machine-finish alloy wheels, standard short-throw shifter (for 5-speed manual) and Active Torque Vectoring. Subaru aimed for a new ride/handling balance benchmark in the compact segment. Sport models are priced from \$22,095.

Exclusive exterior styling and features setting the Impreza Sport apart include standard LED daytime running lights, black-finish front grille, body-color™ rocker panels, and turn signal side mirrors. The Impreza Sport 5-door features gloss black rear gate trim, while the Sport Sedan has a rear trunk spoiler. Inside the Sport, unique black cloth upholstery is trimmed with red stitching, a motif that repeats for the steering wheel, gear shift, instrument panel, and door trim. The instrument panel incorporates exclusive Sport gauges and a multi-function display.

The Sport comes well equipped, with upgrades over the Impreza Premium that include the SUBARU STARLINK 8.0" Multimedia Plus System, and a Harman Kardon® premium audio system is available. Keyless Access with Push-Button Start; aluminum pedals; leather-wrapped steering wheel, shifter handle and shifter boot round out the Sport's enhanced standard equipment.

Subaru continues to elevate the status of the Limited trim for the 2018 Impreza. The exterior looks more upscale with LED headlights and distinctive "Konoji" LED daytime running lights and standard 17-in. machine finished alloy wheels. Judicious use of exterior chrome trim and turn signal side mirrors add a touch of elegance. Limited trim Imprezas begin at \$24,195.

The Limited's leather trimmed interior features double stitching on the door armrests and instrument panel, and a 6-way power driver's seat. Standard amenities include an automatic climate control system, leather wrapped steering wheel and shifter, Keyless Access with Push-Button Start and 8-inch color display. The exclusive instrument panel features a high-grade instrument cluster with color LCD display and Harman Kardon premium audio is available. Models equipped with EyeSight® Driver Assist Technology also include High Beam Assist. The available navigation system features maps provided by TomTom®.

The FB 2.0-liter 4-cylinder BOXER engine with direct fuel injection boosts both performance (now 152-hp vs. 148 previous version) and drivability. In highline trims, the Lineartronic® CVT

(continuously variable transmission) features a 7-speed manual mode function with steering wheel paddle shifters that allow the driver to control the transmission via seven pre-set ratios. The 2018 Impreza achieves up to 38 highway MPG and more than 450 miles on a full tank making it one of the most fuel-efficient all-wheel drive vehicles sold in the U.S.

The EyeSight system includes Adaptive Cruise Control, Automatic Pre-Collision Braking and Lane Departure and Sway Warning. Blind Spot Detection with Lane Keep Assist and Rear Cross Traffic Alert, Steering Responsive Headlights, and High Beam Assist are also available. All 2018 Impreza models include, as standard equipment, Subaru advanced frontal airbag system, front seat side impact airbags, side curtain airbags and a driver's knee airbag.

The 2018 Impreza includes additional driver-assist technologies. Reverse Automatic Braking that can apply the vehicle's brakes if an obstacle is detected while reversing is standard on the Limited trim equipped with EyeSight. A rear vision camera with steering lines display is standard on all models. A 4-way Tire Pressure Monitoring System that detects pressure drops at individual wheels is standard on Premium, Sport and Limited.

SUBARU STARLINK™ Multimedia systems offer the latest in digital music playing, Bluetooth® wireless capability, iPod® control, 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.

<b>2018 SUBARU IMPREZA</b>				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery
<b>IMPREZA SEDAN MODELS</b>				
2.0i	5MT	01	\$18,495	\$19,355
2.0i	CVT	01	\$19,495	\$20,355

2.0i Premium	CVT	11,12,13,15	\$21,295	\$22,155
2.0i Sport	5MT	21,22	\$22,095	\$22,955
2.0i Sport	CVT	21,22,23	\$22,895	\$23,755
2.0i Limited	CVT	31,33,35	\$24,195	\$25,055
<b>IMPREZA 5-DOOR MODELS</b>				
2.0i	5MT	01	\$18,995	\$19,855
2.0i	CVT	01	\$19,995	\$20,855
2.0i Premium	CVT	11,12,13,15	\$21,795	\$22,655
2.0i Sport	5MT	21,22	\$22,595	\$23,455
2.0i Sport	CVT	21,22,23	\$23,395	\$24,255
2.0i Limited	CVT	31,33,35	\$24,695	\$25,555

<b>2018 SUBARU IMPREZA OPTION PACKAGES</b>	
CODE 01 Standard Model	N/A
CODE 11 Premium Model	N/A
CODE 12 Moonroof	\$1,000
CODE 13 EyeSight® +Blind Spot Detection & Rear Cross Traffic Alert +Steering Responsive Fog Lights	\$1,395
CODE 15 EyeSight® +Blind Spot Detection & Rear Cross Traffic Alert +Steering Responsive Fog Lights +Moonroof	\$2,395
CODE 21 Sport Model	N/A
CODE 22 Moonroof + Blind Spot Detection & Rear Cross Traffic Alert + Harman Kardon® Amplifier and Speakers	\$2,150
CODE 23 EyeSight® + Moonroof + Blind Spot Detection & Rear Cross Traffic Alert + Harman Kardon® Amplifier and Speaker	\$2,945
CODE 31 Limited Model	N/A
CODE 33 EyeSight® + Moonroof + Blind Spot Detection & Rear Cross Traffic Alert	\$2,495
CODE 35 EyeSight® + Moonroof + Blind Spot Detection & Rear Cross Traffic Alert + Navigation +Harman Kardon® Amplifier and Speakers	\$3,845

Destination & Delivery is \$860 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,010 for retailers in Alaska.

### **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.

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