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SUBARU ANNOUNCES PRICING FOR 2020 WRX PERFORMANCE CAR

- Upgraded Performance Package available for WRX
- EyeSight Driver Assist Technology standard on WRX with CVT
- WRX starting price increased by only \$300

Camden, N.J. – Subaru of America, Inc. announced pricing on the updated 2020 WRX model line which includes EyeSight Driver Assist Technology as standard equipment (on models equipped with CVT) and an upgraded performance package option. The performance sedan will begin arriving into Subaru retailers this fall.

With its 268-hp, 2.0-liter direct injection turbocharged BOXER engine, Subaru Symmetrical All-Wheel Drive and Active Torque Vectoring, the WRX is a performance and value leader in the 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 (continuously variable transmission) with 6-speed manual shift mode.

The WRX is nicely equipped with standard features including remote keyless entry, automatic climate control, Incline Start Assist, 5.9-in multi-function LCD, Multi-Mode Vehicle Dynamics Control, aluminum alloy pedal covers (including driver's foot rest), dual USB ports, rear vision

camera and power door locks, side mirrors and windows. At \$27,495, pricing on the 2020 WRX begins at just \$300 more than last model year.

Engineered to enrich the performance-driving experience, the 2020 WRX offers the option of the Sport Lineartronic CVT for Premium and Limited trim levels. 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 award-winning Subaru EyeSight Driver Assist Technology is also standard on WRX models with Sport Lineartronic CVT.

Priced from \$29,795, the WRX Premium comes standard with 18-inch alloy wheels in a dark gray finish, All-Weather Package that includes heated front seats and windshield wiper de-icer, fog lights, power moonroof and now Welcome Lighting and headlight auto on/off linked with windshield wiper operation. The Premium also features the SUBARU STARLINK™ 7-inch Multimedia Plus system with a 7-inch high-resolution touchscreen, smartphone integration with Apple CarPlay™, Android™ Auto, and STARLINK Apps, Bluetooth hands-free phone connectivity and audio streaming, voice activated controls for phone, AM/FM stereo, single-disc CD player and SiriusXM All Access Radio and Travel Link (subscriptions required).

An optional Performance Package for the WRX Premium receives a significant update for 2020. In addition to Recaro® performance design seats with 8-way power front driver seat and moonroof delete, the package now includes Brembo four-piston calipers on the front and Brembo dual-piston calipers on the rear. The Performance Package is competitively priced at \$2,850 and offered exclusively on the 6-speed manual transmission WRX Premium.

The 2020 WRX Premium with optional Sport Lineartronic CVT, which includes SI-DRIVE and Subaru EyeSight Driver Assist Technology, is priced at \$31,695.

With a starting price of \$32,095, the WRX Limited comes standard with a 6-speed manual transmission, Keyless Access with Push-Button Start, 10-way power driver's seat with power lumbar adjustment, Steering Responsive LED headlights (low and high beam) and LED fog lights.

The WRX Limited with available Sport Lineartronic CVT is priced at \$33,995 and includes SI-DRIVE and Subaru EyeSight Driver Assist Technology.

A \$2,100 option package for WRX Limited with manual transmission adds the STARLINK 7-inch Multimedia Navigation system with Harman Kardon® speaker system as well as Blind-Spot Detection with Lane-Change Assist and Rear Cross-Traffic Alert. The CVT model adds Reverse Automatic Braking and High Beam Assist to this package for a total price of \$2,400.

2020 SUBARU WRX				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery (\$900)
WRX	6MT	01	\$27,495	\$28,395
WRX Premium	6MT	11, 12	\$29,795	\$30,695
WRX Premium	CVT	13	\$31,695	\$32,595
WRX Limited	6MT	21, 22	\$32,095	\$32,995
WRX Limited	CVT	23, 24	\$33,995	\$34,895

2020 SUBARU WRX OPTION PACKAGES	
CODE 01 Standard Model - WRX 6MT	N/A
CODE 11 Standard Model - WRX Premium 6MT	N/A
CODE 12 Performance Package: RECARO front seats, Brembo front & rear calipers, moonroof delete	\$2,850
CODE 13 Standard Model - WRX Premium CVT	N/A
CODE 21 Standard Model - WRX Limited 6MT	N/A
CODE 22 Navigation system + audio w/ Harman Kardon amplifier and speakers + Blind-Spot Detection/ Rear Cross-Traffic Alert	\$2,100
CODE 23 Standard Model - WRX Limited CVT	N/A
CODE 24 Navigation system + audio w /Harman Kardon amplifier and speakers + Blind-Spot Detection/Rear Cross-Traffic Alert + Reverse Auto Brake + High Beam Assist	\$2,400

Destination & Delivery is \$900 for BRZ, WRX and WRX STI may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. Add \$150 to D&D 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 Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 630 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 \$165 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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