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FOR IMMEDIATE RELEASE

## **SUBARU ANNOUNCES PRICING FOR 2020 WRX STI PERFORMANCE CAR**

- Keyless Access with Push-Button Start standard
- WRX STI starting price increased by only \$400

**Camden, N.J.** – Subaru of America, Inc. announced pricing on the updated 2020 WRX STI which now includes Keyless Access with Push-Button Start as standard equipment. The flagship performance model will begin arriving in Subaru retailers this fall.

The WRX STI brings rally-bred performance technology to the road with Multi-Mode Driver Controlled Center Differential (DCCD) Symmetrical All-Wheel Drive and a 2.5-liter turbocharged BOXER engine producing 310 horsepower and 290 lb-ft of torque. Standard handling technologies include Active Torque Vectoring and Multi-Mode Vehicle Dynamics Control. At \$36,995, the 2020 WRX STI pricing begins at only \$400 more than last year's model.

For 2020, the WRX STI adds Keyless Access with Push-Button Start, redesigned engine bay cooling ducts in the front bumper and 19-inch aluminium alloy wheels in new dark gray with machine finish to its suite of standard features.

The flagship performance model comes equipped with the All-Weather Package, SUBARU STARLINK™ 7-inch Multimedia Plus system, Steering Responsive LED headlights (low and high

beam) with height adjustment controls, dual-zone automatic climate control, dual USB ports and Welcome Lighting. For greater versatility, the WRX STI features roof rack mounting brackets.

Inside, black Ultrasuede® upholstery is adorned throughout the cabin. The front and rear seats have red and black leather bolsters with red stitching. The pedal covers are aluminum alloy and the carpeted floor mats are embroidered with the STI logo. The flat-bottom leather-wrapped steering wheel integrates control switches for audio, cruise control and Bluetooth.

Available Recaro performance design front seats with 8-way power driver's seat can be added to the standard trim as a \$2,250 option package.

The STI Limited is priced at \$41,695 and adds Recaro front seats with 8-way power driver's seat, 7-inch STARLINK Multimedia Navigation system with Harman Kardon speaker system, Blind-Spot Detection with Lane-Change Assist and Rear Cross-Traffic Alert, leather trimmed upholstery and power moonroof. A low-profile lip spoiler for the trunk, replacing the wing, is also available at no cost on the STI Limited.

2020 SUBARU WRX STI				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery (\$900)
WRX STI	6MT	02, 03	\$36,995	\$37,895
WRX STI Limited- Wing	6MT	21	\$41,695	\$42,595
WRX STI- Low Profile Trunk Spoiler	6MT	21	\$41,695	\$42,595

2020 SUBARU WRX STI OPTION PACKAGES	
CODE 02 Standard Model – WRX STI	N/A
CODE 03 RECARO® front seats	\$2,250
CODE 21 Standard Model - WRX STI Limited	N/A

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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