

Media Information



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2017 SUBARU IMPREZA NAMED TO WARDS 10 BEST INTERIORS FOR 2017

- Recognized for all-new design language
- Recognized for intuitive multimedia system
- Recognized for styling and finishes

Cherry Hill, N.J., Apr 18, 2017 - Subaru of America, Inc. announced today that the 2017 Impreza made the [Wards 10 Best Interiors](#) list for interior design and styling, and also for its easy-to-use multimedia system.

Published by the respected automotive industry website WardsAuto, the 7th annual competition recognizes outstanding achievement in aesthetics, comfort, ergonomics, materials usage, fit-and-finish and user-friendly electronics. There is no price cap and the nominees consist of interiors that are all-new or have been significantly improved from the prior year. This year, 31 interiors were eligible.

Subaru earned its first spot on Wards 10 Best Interiors with the all-new 2017 Impreza. The interior design follows Subaru's "Dynamic x Solid" philosophy by creating a bold and refined theme with continuous form throughout the cabin. The new design direction is further emphasized by a clean, intuitive center stack with multifunction display, center air vents, updated multimedia system and climate control.

In addition to an award-winning interior design, the Impreza has the most passenger volume in its class. The 2017 Impreza is also the only small car to earn top ratings in all Insurance Institute for Highway Safety (IIHS) evaluations and, when equipped with EyeSight Driver Assist Technology and Steering Responsive Headlights, it is an IIHS 2017 TOP SAFETY PICK+. The new Impreza is offered in four trim levels: 2.0i, 2.0i Premium, 2.0i Sport and 2.0i Limited. Pricing begins just \$100 over the previous model year at \$18,395.

About WardsAuto

WardsAuto is a world-leading provider of automotive insights and analysis, having served the industry's information needs for more than 90 years. A Southfield, MI-based division of Penton, WardsAuto provides a forward-looking perspective on all aspects of the automotive business, from the tech center to the plant floor to the showroom. Its services include the premium WardsAuto.com resource and suite of customizable data reporting tools, the WardsAuto Interiors and WardsAuto Outlook Conferences, and digital newsletters and magazines. Subscribe to WardsAuto and attend its events by visiting <http://www.wardsauto.com>. Follow WardsAuto on Facebook and Twitter @WardsAuto.

About Subaru of America, Inc.

Subaru of America, Inc. 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. For additional information, visit media.subaru.com.