

# Media Information



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## 2018 SUBARU IMPREZA NAMED TO KELLEY BLUE BOOK 10 Coolest New Cars Under \$20K For 2018

- Hand-picked by KBB.com editors
- Recognized for standard all-wheel drive
- Recognized for tech and convenience features
- Recognized for design and styling

Camden, NJ, May 25, 2018 - Subaru of America, Inc. announced today that the 2018 Subaru Impreza was named to [Kelley Blue Book's 10 Coolest New Cars Under \\$20,000 for 2018](#) for capability, styling and value. The Impreza is equipped with Subaru's legendary Symmetrical All-Wheel Drive and a roster of standard features including smartphone integration with Apple CarPlay™, Android™ Auto with a price starting at \$18,495.

While the average new car on the road today cost more than \$35,000, there are still plenty of vehicle options available at a more affordable price without sacrificing comfort and style. To help narrow down the choices, the editors at Kelley Blue Book, the leading provider of new and used vehicle information, hand-picked the Impreza along with nine other vehicles.

The 2018 Subaru Impreza sedan and 5-door are offered in four trim levels: 2.0i base, Premium, Sport and Limited. All trim levels are powered by a 152-hp 2.0-liter SUBARU BOXER® engine and feature standard Symmetrical All-Wheel Drive that instinctively sends power to the wheels with the best traction, helping you stay on the road and on course. The 2018 Impreza achieves the highest fuel economy of any gasoline All-Wheel Drive car available in the United States. Its EPA estimated ratings of up to 28 mpg city / 38 mpg highway and 32 mpg combined for models with the CVT automatic transmission are comparable with front-wheel drive cars.

The Impreza starts with an extensive roster of standard features including SUBARU STARLINK™ multimedia that provides smartphone integration with Apple CarPlay and Android Auto as well as 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 2018 Impreza incorporates Subaru's new design language with the brand's signature hexagonal grille and hawk-eye headlights resulting in a more sculptural body with an athletic stance accentuated by prominent wheel arches and flowing lines while maintaining a family resemblance to the rest of the model lines. The dramatic new look carries into the cabin, with an outward-flow design that follows the front of the car.

To see KBB.com's full coverage of the 10 Coolest New Cars Under \$20,000 for 2018, including vehicle photography, pricing details and editorial reviews, please visit:

<https://www.kbb.com/car-news/all-the-latest/coolest-new-cars-under-20000/2100005410/>

#### **About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides market-reflective values on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue BookSM Instant Cash Offer. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book launched its first international consumer-facing site in 2017. Kelley Blue Book is a Cox Automotive brand.

#### **About Cox Automotive**

Cox Automotive Inc. makes buying, selling and owning cars easier for everyone. The global company's 34,000-plus team members and family of brands, including Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across 100+ countries and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues exceeding \$20 billion. [www.coxautoinc.com](http://www.coxautoinc.com)

#### **About Subaru of America, Inc.**

[Subaru of America, Inc.](#) (SOA) is an indirect 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 plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing 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 and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 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](http://media.subaru.com). Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).