

Media Information



Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Dominick Infante
(856) 488-8615
dinfante@subaru.com

Charles Ballard
(856) 488-8759
cballard@subaru.com

SUBARU ANNOUNCES PRICING FOR 2021 WRX AND WRX STI PERFORMANCE CARS

- WRX starting price remains \$27,495 for 2021 model year
- Keyless Access with Push-Button Start now standard on WRX Premium
- Rally-bred WRX STI starts at \$37,245

Camden, N.J., Dec 10, 2020 - Subaru of America, Inc. today announced pricing on the 2021 WRX and WRX STI, the brand's all-wheel drive performance vehicles. The WRX starts at an MSRP of \$27,495 while the WRX STI, which features an exclusive 268-horsepower engine and advanced Driver Controlled Center Differential all-wheel drive, starts at \$37,245. Both models begin arriving at Subaru retailers in March 2021.

For 2021, the WRX adds Keyless Access with Push-Button Start on the Premium model (the system was already standard on the Limited model). With its 268-hp, 2.0-liter direct-injection turbocharged BOXER engine, Subaru Symmetrical All-Wheel Drive, Torque Vectoring, the WRX remains a performance and value standout among sport compacts. 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 manual shift modes.

The base WRX is well equipped with standard summer performance tires; remote keyless entry; automatic climate control; 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. For greater versatility, the WRX also features roof rack mounting brackets.

The standard SUBARU STARLINK™ 6.5-inch Multimedia system features a 6.5-inch high-resolution touchscreen; smart integration with Apple CarPlay™, Android™ Auto and Bluetooth hands-free phone connectivity and audio streaming; AM/FM/HD radio; single-disc CD player, and SiriusXM® All Access Radio and Travel Link® (subscriptions required).

Priced from \$30,045, the WRX Premium is designed to enrich the performance-driving experience, adding 18-inch alloy wheels with a dark gray finish; All-Weather Package that includes heated front seats and windshield wiper de-icer; fog lights; power moonroof; Welcome Lighting, and headlight auto on/off linked with windshield wiper operation. The Premium also features the SUBARU STARLINK™ 7-inch Multimedia Plus system which adds a 7-inch high-resolution touchscreen and voice activated control.

Both the 2021 WRX Premium and Limited with the optional Sport Lineartronic CVT feature SI-DRIVE and Subaru EyeSight Assist Technology. SI-DRIVE is a powertrain performance management system that allows the driver to tailor the vehicle's 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 includes Pre-Collision Brake Assist, Pre-Collision Throttle Management, Lane Departure and Sway Warning, Lead Vehicle Start Alert (vehicle in front), Adaptive Cruise Control, Lane Assist and Lane Departure Prevention.

The WRX Limited trim builds on the Premium trim's content, adding a 10-way power driver's seat with power lumbar adjustment, Steering Responsive LED headlights (low and high beam) and LED fog lights. Pricing on the WRX Limited starts at \$32,000.

The WRX Limited offers an option package for \$2,100 that adds the STARLINK 7-inch Multimedia Navigation system that Harman Kardon® speaker system and also adds Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert. When ordered in conjunction with the Sport Lineartronic CVT, the option package also adds Reverse Automatic Braking and Hill Start Assist and is priced at \$2,400.

2021 Subaru WRX STI

The Subaru WRX STI remains the brand's ultimate performance model, powered by an exclusive 2.5-liter turbocharged Boxer engine producing 310 horsepower and 290 lb-ft of torque. The WRX STI brings rally-bred performance technology to the road with Multi-Mode Driver Controlled Center Differential (DCCD) Symmetrical All-Wheel Drive, Active Torque Vectoring and Multi-Mode Vehicle Dynamics Control.

At \$37,245, the 2021 WRX STI pricing begins at just \$250 more than last year's model.

For 2021, the WRX STI again offers base and Limited trims. The base WRX STI model comes very well equipped with the Performance Package; Welcome Lighting; Keyless Access with Push-Button Start; SUBARU STARLINK™ 7-inch Multimedia Plus system; Steering Responsive LED headlights (low and high beam) with height adjustment controls; dual-zone automatic climate control, and 18-inch alloy wheels. Like the WRX, the WRX STI also features roof rack mounting brackets.

The chassis performance hardware for WRX STI also includes 19-inch aluminum alloy wheels in black with machine finish, 19x189W summer performance tires; and Brembo performance brakes using 6-piston front calipers and dual-piston rear calipers.

Black Ultrasuede® upholstery is featured throughout the WRX STI's cabin, accented by red and black leather bolsters with stitching for front and rear seats. The pedal covers are aluminum alloy, and the carpeted floor mats are embroidered with the Subaru logo. The flat-bottom leather-wrapped steering wheel integrates control switches for audio, cruise control and Bluetooth. Recaro performance design front seats with 8-way power driver's seat can be added as an option for \$2,250.

The STI Limited is priced at \$41,945 and adds an extensive suite of standard equipment including the Recaro front seats with 8-way power driver's seat; 7-inch STARLINK Multimedia Navigation system with Harman Kardon amplifier and speakers; Blind-Spot Detection with Lane-Change Assist and Rear Cross-Traffic Alert; leather trimmed upholstery, and power moonroof. A low-profile spoiler for the trunk, replacing the high-profile wing, is also available at no cost on the STI Limited.

2021 SUBARU WRX				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination delivery (\$925)
WRX	6MT	01	\$27,495	\$28,420
WRX Premium	6MT	11	\$30,045	\$30,970
WRX Premium	CVT	13	\$31,945	\$32,870
WRX Limited	6MT	21, 22	\$32,095	\$33,020
WRX Limited	CVT	23, 24	\$33,995	\$34,920

2021 SUBARU WRX OPTION PACKAGES

CODE 01 Standard Model - WRX 6MT	N/A
CODE 11 Standard Model - WRX Premium 6MT	N/A
CODE 13 Standard Model - WRX Premium CVT	N/A
CODE 21 Standard Model - WRX Limited 6MT	N/A
CODE 22 Navigation system + 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 + Harman Kardon amplifier and speakers + Blind-Spot Detection/Rear Cross-Traffic Alert + Reverse Auto Brake + High Beam Assist	\$2,400

2021 SUBARU WRX STI

Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination & delivery (\$925)
WRX STI	6MT	02, 03	\$37,245	\$38,170
WRX STI Limited- Wing	6MT	21	\$41,945	\$42,870
WRX STI- Low Profile Trunk Spoiler	6MT	21	\$41,945	\$42,870

2021 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 \$925 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,000 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 Camden, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 1,000 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and [Subaru of America, Inc.](#) is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Audubon Society. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone and support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$165 million to causes that 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.

For additional information visit media.subaru.com. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).