



Media Information

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SUBARU ANNOUNCES PRICING ON ALL NEW 2015 WRX AND WRX STI SEDANS

- New platform offers stiffer, more agile chassis of Subaru performance icons
- Upgraded suspension tuning and new Active Torque Vectoring
- Roomier cabin with upgraded comfort and materials and wide array of user technologies
- Rear camera standard
- WRX STI holds base price of \$34,495

Cherry Hill, N.J., Feb 13, 2014 - Subaru of America, Inc. has announced pricing on the carmaker's performance icons, the 2015 WRX and WRX STI. Both vehicles arrive into dealerships this Spring exclusively as wide-body design sedans.

Starting at \$26,295, the 2015 WRX delivers more performance value than ever before. Powered by a new 268-horsepower 2.0-liter direct injection turbo BOXER engine, the WRX debuts the models first six-speed manual transmission and a new, optional performance automatic transmission, the Sport Lineartronic; featuring two manual modes.

The 2015 Subaru WRX marks a major evolutionary step for the rally-bred performance car that has become a global automotive legend. For 2015, the WRX employs a new Active Torque Vectoring system, an enhancement of the Vehicle Dynamics Control (VDC) system that allows for improved agility. The new and stiffer chassis, larger front brakes, performance-tuned suspension and a driver-focused interior remain integral to the WRX performance character. The new powertrain also yields higher fuel efficiency than the previous WRX (manual transmission model).

Subaru-developed direct-injection engine, 6-speed manual transmission, standard rear camera and larger brakes are standard on the 2015 WRX. A roomier interior, upgraded cabin comfort and materials and a wide array of new user technologies give the new WRX a more refined feel. A premium audio system with harman/kardon® amplifier and speakers is offered for the first time in a WRX.

The 2015 WRX is available in standard, Premium and Limited Trim lines. In all models, a new multi-information central display with 4.3-in. LCD screen provides a multitude of vehicle system functions, including a standard rear camera display, a boost gauge display, audio (on non-navigation models), Bluetooth® and climate control settings, and a VDC screen showing traction control operation. The display can also provide a vehicle self-check and maintenance reminder.

Additional standard features for the WRX include automatic climate control and a new standard audio system featuring

AM/FM stereo with HD Radio®, single-disc in-dash CD player, 6 speakers, MP3/WMA capability, Radio Data Broadcast System (RDBS), Bluetooth hands-free calling and audio streaming, iPod® control capability, iTunes® Tagging, USB port, SiriusXM® Satellite Radio (subscription required), and a 3.5mm auxiliary audio input jack.

The WRX Premium maintains previous model year pricing, \$28,495 and steps up everyday comfort and convenience with the All-Weather Package (dual-mode heated front seats, heated exterior mirrors and windshield wiper de-icer), power tilt/slide glass moonroof, fog lights. A low-profile trunk spoiler augments the car's aero body package.

The top-of-line Limited builds on the Premium, bringing a new level of luxury to the WRX with leather-trimmed upholstery, an 8-way power driver's seat and Welcome Lighting. Exclusive to the WRX Limited, LED low-beam headlights provide a unique look and enhanced visibility. The high beams are multi-reflector halogen units, and the system includes automatic off/on. Pricing on Limited trim levels begins at \$29,995.

The WRX Premium and Limited offer as options the Sport Lineartronic transmission and a Touch-screen Navigation System with 6.1-inch LCD screen, voice controls and harman/kardon premium audio featuring 440-watt amplifier and 9 speakers (with subwoofer.) With this option package, the WRX Limited also features Keyless Access.

2015 SUBARU WRX STI

The 2015 WRX STI maintains the previous model year pricing of \$34,495. With an upgraded and roomier cabin, the new WRX STI has Alcantara seating surfaces accented by red and black leather bolsters and red stitching to set the tone for a driver-focused interior. An array of user technologies include, for the first time in a WRX STI, availability of a harman/kardon® premium audio system and rear camera display standard.

Available in Standard, Limited and Launch Edition trim lines and powered by the legendary 305-horsepower 2.5-liter turbocharged BOXER engine, the 2015 WRX STI debuts a new four-door wide-body design, built on a stiffer chassis for even greater handling agility and precision. The WRX STI provides a rally-bred drivetrain and all-wheel drive handling that is unique to this model. Handling is enhanced with a stiffer chassis, firmer springs and faster steering (13.0:1 ratio). New for the 2015 WRX STI, Active Torque Vectoring joins an arsenal of the model's proven handling technologies that includes Multi-Mode Driver Controlled Center Differential (DCCD) Symmetrical All-Wheel Drive, Multi-Mode Vehicle Dynamics Control, and a Brembo® Performance Brake System with Super Sport ABS.

The special hood, fenders, doors and quarters, bumpers, headlights and taillight clusters convey the WRX STI identity. As on previous WRX STI models, a functional hood scoop supplies the intercooler with fresh air, and in the 2015 model it is set more deeply into the hood to provide better forward visibility.

Other new performance-oriented details include foglight surrounds with a carbon fiber-like pattern and front fender vents that feature a mesh screen. A full aerodynamic body package includes the large trunk spoiler that has been a WRX STI signature feature. A rear diffuser, LED taillights and LED center high-mount stop lamp (CHMSL) leave a distinctive signature.

The WRX STI engine is teamed exclusively with a specially reinforced 6-speed manual transmission, which includes a short-throw shifter in the Launch Edition model. In the 2015 WRX STI, the driver grips a new flat-bottom, leather-wrapped tilt/telescoping steering wheel that integrates switches for audio and Bluetooth control. The STI Design electroluminescent gauge panel gets a new 3.5-in. central LCD screen that displays various functions such as windshield washer fluid and the selected gear.

Rich-looking appointments and details abound, including soft-touch materials for the dashboard, door trim and center console armrest. A new multi-information central display with 4.3-in. LCD screen provides a multitude of vehicle system functions, including a standard rear camera display, a boost gauge display, audio information (on non-navigation models), Bluetooth and climate control settings, and a VDC screen showing traction control operation. The display can also provide a vehicle self-check and maintenance reminder.

Standard features for the 2015 WRX STI include dual-zone automatic climate control and the All-Weather Package (dual-mode heated front seats, heated exterior mirrors and windshield wiper de-icer). The new standard audio system combines AM/FM stereo with HD Radio®, a single-disc in-dash CD player, 6 speakers, MP3/WMA capability, Radio Data Broadcast System (RDBS), Bluetooth hands-free calling and audio streaming, iPod® control capability, iTunes® Tagging, SiriusXM® Satellite Radio (subscription required), USB port and a 3.5mm auxiliary audio input jack. Numerous compartments located in and around the center console hold phones, USB drives and MP3 players.

The WRX STI Limited model adds the luxury of leather-trimmed upholstery, an 8-way power driver's seat, the harman/kardon premium audio system and a power moonroof for \$38,495.

STI LAUNCH EDITION

Subaru will produce 1,000 of the WRX STI Launch Edition models for 2015. Outfitted in traditional WR Blue Pearl and come equipped with gold-painted 18-inch BBS® alloy wheels, an iconic color combination long associated with Subaru competition cars.

Built on the standard and lightest WRX STI model, the STI Launch Edition is exclusively equipped with a special interior featuring blue highlights and gets a standard STI Short-Throw Shifter for the 6-speed manual transmission. The Keyless Access & Start system, offered as an option on WRX STI Premium and Limited models, is included as standard with the STI Launch Edition and priced at \$37,395.

2015 SUBARU WRX and WRX STI SEDAN			
Model/Trim	Transmission	MSRP	MSRP + destination and delivery
WRX	6MT	\$26,295	\$27,090
WRX Premium	6MT	\$28,495	\$29,290
WRX Premium	CVT	\$29,695	\$30,490
WRX Limited	6MT	\$29,995	\$30,790
WRX Limited	CVT	\$31,195	\$31,990
WRX STI	6MT	\$34,495	\$35,290
WRX STI Launch Edition	6MT	\$37,395	\$38,190
WRX STI Limited	6MT	\$38,495	\$39,290

2015 OPTION PACKAGES

Navigation +Audio w/ Harman/Kardon® Amplifier and speakers	\$2,000
Navi System + Audio w/ Harman/Kardon® Amplifier and speakers +Keyless Access and Start	\$2,500
Navigation System +Keyless Access and Start	\$1,500

Destination & Delivery is \$795 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$945 for dealers in Alaska.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry

Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 dealers 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 www.subaru.com.

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