

Media Information



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SUBARU ANNOUNCES PRICING ON 2015 IMPREZA® MODELS

- Well- equipped Impreza pricing begins at \$18,195
- Revised front styling with new headlights, grille and bumper
- Rear Vision Camera standard across line
- EyeSight® Driver Assist Technology now available
- New Infotainment systems and features
- Best fuel economy of any gasoline all-wheel drive passenger car; now up to 28 mpg city/37 mpg highway/31 mpg combined

Cherry Hill, N.J., Oct 8, 2014 - Subaru of America, Inc., today announced pricing on the remodeled Impreza® line of compact 4-door and 5-door models for 2015.

The 2015 Impreza debuts revised front styling with a new front bumper, grille and headlights. New exterior mirrors enhance aerodynamics, as does a low-profile trunk spoiler on 4-door models. The sedans also feature LEDs for the center high mounted stop lamp. Impreza sedan pricing begins at \$18,195. Impreza 5-door model pricing starts at \$18,695.

As the best-selling Impreza ever, the current generation has been part of Subaru's sales success where the company has posted record-breaking sales every year for the past six years. All Impreza models are powered by a 148-hp 2.0-liter Subaru BOXER engine and feature standard Symmetrical All-Wheel Drive. For 2015, the Lineartronic CVT is now standard for the Premium and Limited trims and features revised shift logic for a more natural feel, while a 5-speed manual continues as standard in the base 2.0i and the Sport Premium trims.

The 2015 Impreza arrives in Subaru dealerships in November 2014. Offering one of the best values in the compact class, the Impreza offers a lengthy list of standard amenities including tilt/telescoping steering wheel, cruise control, power windows, 60/40-split fold-down rear seat backs, outside temperature gauge, a multi-function display with fuel economy information, steering wheel audio and Bluetooth® control switches, remote keyless entry and security system with engine immobilizer. Rear Vision Camera is now standard across the line. Impreza's updated design includes numerous upgrades for a quieter ride and a quick-ratio electric power assisted steering that enhances handling agility.

With a starting price of \$20,995, the Impreza 2.0i Premium features standard 16-inch alloy wheels and a rear suspension stabilizer bar. For 2015, the 2.0i Premium gains the Lineartronic CVT as standard. The All-Weather Package, which includes 2-stage heated front seats, heated exterior mirrors and a windshield wiper de-icer, is also standard. The 2.0i Premium 4-door offers an optional Alloy Wheel Package that includes 17-inch wheels, power moonroof, fog lights and a

leather-wrapped steering wheel.

For an even sportier driving experience and appearance, the Impreza 2.0i Sport Premium is a 5-door model with more aggressive stance from body-color rocker panel spoilers and standard 17-inch alloy wheels. The trim also brings fog lights, turn-signal mirrors, roof rails, unique seat fabric and a leather-wrapped steering wheel and shift knob. A power moonroof is available as a standalone option. The 2.0i Sport Premium is competitively priced from \$20,995 with 5-speed manual transmission and \$21,995 with the CVT.

At the top of the Impreza line, the Limited and Sport Limited (5-door only) trims deliver the highest level of comfort and convenience. Leather seating is standard, along with new infotainment systems, turn signal exterior mirrors, a color LCD in the gauge cluster, Welcome Lighting and leather-wrapped steering wheel. Additional exterior chrome trim also distinguishes the Limited. Impreza 2.0i Limited sedans are priced from \$22,295 while the 5-door Sport Limited is \$23,295, a \$100 increase over the previous model.

The 2015 Impreza now offers the latest version of the EyeSight® driver-assist system, the highest-rated front crash prevention system by the Insurance Institute for Highway Safety (IIHS). Available for Impreza Limited trim lines, EyeSight® uses Subaru-developed stereo camera technology and integrates Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning. Packaged with Navigation, Moonroof, Keyless Access & Start, EyeSight is one of the most affordable driver assist technologies with a package price of \$2,795. Models equipped with EyeSight® also come with new Steering-Responsive Fog Lights.

Subaru significantly upgraded the infotainment capability in the 2015 Impreza. A new 6.2-inch multi-function touch screen provides AM/FM stereo and HD Radio®; Radio Data Broadcast System; single-disc in-dash CD player; single-touch gesture control; Subaru STARLINK smartphone integration with Aha™ Infotainment, Pandora® Radio and iHeart® Radio a rear vision camera; Bluetooth® hands-free phone connectivity and audio streaming; iPod® control capability, USB port and aux. input jack and four speakers. The Impreza 2.0i Premium features the same system with six speakers.

The upgraded infotainment system for Limited trims adds a 6-speaker audio system; 7-inch touch screen display with multi-touch control that offers swipe and scrolling gesture control; voice-activated controls; SiriusXM® satellite radio (subscription required); a vehicle information display; SMS text messaging, iTunes® tagging capability and dual USB ports.

The available navigation system for 4-door Limited and Sport Limited trims offers an interactive voice command system accepts natural language and phrases. SiriusXM NavTraffic® and NavWeather® services are available with additional subscription.

2015 SUBARU IMPREZA				
Model/Trim	Transmission	Available Option Package	MSRP	MSRP + destination and delivery
<u>Impreza 4-door models</u>				
2.0i	5MT	01	\$18,195	\$18,990
2.0i	CVT	01	\$19,195	\$19,990
2.0i Premium	CVT	11,12	\$20,995	\$21,790
2.0i Limited	CVT	21,22,23	\$22,295	\$23,090
<u>Impreza 5-door models</u>				

2.0i	5MT	01	\$18,695	\$19,490
2.0i	CVT	01	\$19,695	\$20,490
2.0i Premium	CVT	11	\$21,495	\$22,290
2.0i Limited	CVT	21	\$22,795	\$23,590
2.0i Sport Premium	5MT	11	\$20,995	\$21,790
2.0i Sport Premium	CVT	11,14	\$21,995	\$22,790
2.0i Sport Limited	CVT	21,22,23	\$23,295	\$24,090

2015 SUBARU IMPREZA OPTION PACKAGES

OP 01	Standard Model 2.0i Base	N/A
OP 11	Standard Model 2.0i Premium or Sport Premium	N/A
OP 12	Alloy Wheel Package + Moonroof	\$1,500
OP 14	Moonroof	\$1,000
OP 21	Standard Model 2.0i Limited or Sport Limited	N/A
OP 22	Moonroof + Keyless Access & Start	\$1,500
OP 23	Moonroof + Navigation System + EyeSight +Keyless Access & Start	\$2,795

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. All Impreza models are Partial Zero Emissions Vehicles (PZEV).

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. 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 600 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.