



Media Information

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SUBARU INTRODUCES 2016 WRX® AND WRX STI® MODELS, OFFERING EYESIGHT® DRIVER ASSIST TECHNOLOGY AND SUBARU STARLINK™ INFOTAINMENT

- EyeSight® Driver Assist Technology, now with Lane Keep Assist, available for WRX with Sport Lineartronic™ transmission
- Blind Spot Detection, Lane Change Assist and Rear Cross Traffic Alert available for some models
- Subaru STARLINK™ Multimedia Touch Screen Infotainment in all trim levels
- Standard 18-inch wheels and summer performance tires on WRX Premium and Limited
- WRX STI Limited now available with low-profile rear trunk spoiler
- WRX models begin at \$26,595 and WRX STI at \$34,695

Cherry Hill, N.J., Apr 22, 2015 - Subaru of America, Inc. has announced the 2016 WRX and WRX STI models, featuring new available safety technology, including Blind Spot Detection, Lane Change Assist and Rear Cross Traffic Alert. In addition, new STARLINK™ touch screen infotainment systems offer a significantly enhanced user experience in all mode. The 2016 models will arrive at Subaru dealerships this summer.

Subaru introduced the new-generation WRX and WRX STI for 2015 featuring a new wide-body sedan design with a significantly stiffer chassis resulting in an expanded performance envelope. The pair joined other Subaru models in postin record sales: WRX / WRX STI combined sales increased 42 percent in 2014. The 2016 WRX continues in standard, Premium and Limited trim lines, starting at an MSRP of \$26,595. The 305-horsepower 2016 WRX STI, distinguished by exclusive performance components, is offered in standard and Limited trim lines starting at an MSRP of \$34,695.

WRX: 268-hp Segment Launcher

With its 268-horsepower, 2.0-liter direct injection turbo BOXER engine and standard Symmetrical All Wheel Drive, the rally-bred WRX is a performance and value benchmark in the high-performance AWD sport-compact segment. The 2016 WRX comes standard with a 6-speed manual transmission and offers an optional performance automatic transmission, the Sport Lineartronic™ with manual mode.

The new-generation WRX's stiffer structure and chassis greatly enhanced handling agility, and improvement continues for 2016 with the adoption of 18 x 8.5-inch alloy wheels with 245/40 R18 summer tires on Premium and Limited trims.

New Safety Tech

The 2016 WRX joins other Subaru models in offering the company's EyeSight system, one of the highest-rated front crash prevention systems by the Insurance Institute of Highway Safety (IIHS). EyeSight, which is integrated with Adaptive Cruise Control, Pre-Collision Braking and Lane Departure warning, uses Subaru-developed stereo camera technology.

Newly added to the 2016 WRX EyeSight system is Lane Keep Assist, which uses the vehicle's electric power steering system to help the driver keep the vehicle within its lane when driving on the highway.

EyeSight is available for the WRX Limited (with Sport Lineartronic transmission) in a package that also includes Navigatic and Blind Spot Detection, Lane Change Assist and Rear Cross Traffic Alert. This comprehensive technology upgrade package also includes a harman/kardon® amplifier and 9-speaker premium sound system plus Keyless Access and Push Button Start with Pin Code Access.

Models equipped with EyeSight also come with Steering Responsive Fog lights. This feature (which works when the fog lights are turned off) activates the left or right fog light independently, depending on the vehicle speed and steering angle, to provide enhanced illumination in the direction of the turn. The fog lights are pre-aimed for maximum coverage in corners.

Today's Most In-Demand Infotainment Technology

All WRX trim lines for 2016 feature significantly upgraded infotainment capability. The standard WRX receives a new Subaru STARLINK™ 6.2" Multimedia system featuring today's most in-demand user technologies, including: 6.2-in. multi-function touch screen display, AM/FM stereo, SiriusXM® Satellite Radio, HD Radio®, Radio Data Broadcast System, single-disc CD player, Subaru STARLINK connectivity with Aha™ and Pandora® smartphone integration, iHeart® Radio, Bluetooth® hands-free phone connectivity and audio streaming, iPod® control capability, a USB port and auxiliary input jack. A rear vision camera is standard on all trims.

For the WRX Premium with 6-speed manual transmission, the upgraded Subaru STARLINK 7.0" Multimedia Navigation system comes in a \$2,100 package that also includes the harman/kardon amplifier and 9-speaker premium sound system. The STARLINK 7.0" Multimedia Navigation system includes all features of the STARLINK™ 6.2" Multimedia system and adds a high-resolution 7-inch LCD screen featuring multi-touch gesture controls, much like a smartphone or tablet. In addition, this system includes SMS text messaging, iTunes® tagging capability and dual USB ports. SiriusXM NavWeather® and NavTraffic® are also available with a subscription. Also included with the navigation system are three years of complimentary map updates.

The top-of-line Limited trim builds on the Premium, bringing 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 the Limited trim begins at \$30,395.

2016 Subaru WRX STI: Heart and Soul of a Rally Champion

The WRX STI is powered by the legendary 305-horsepower 2.5-liter turbocharged/intercooled BOXER engine. For the 2016 WRX STI Limited trim, a low-profile trunk spoiler is now available as a no-cost option in place of the standard large signature wing.

Standard features for the 2016 WRX STI also 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 standard trim WRX STI receive the same new Subaru STARLINK™ 6.2" Multimedia system as the WRX, and a rear vision camera is standard, as well. The standard trim STI can be upgraded with a Navigation option packaged with the harman/kardon amplifier and 9-speaker premium sound system along with Keyless Access and Push Button Start with PIN Code Access for \$2,600.

The WRX STI Limited returns with the luxury of leather-trimmed upholstery, an 8-way power driver's seat and power moonroof. For 2016, Subaru equipped this top STI trim with significant new safety and infotainment technologies. Blind Spot Detection and Rear Cross Traffic Alert are both included, plus Keyless Access and Push Button Start with PIN Code Access. The Subaru STARLINK 7.0" Multimedia Navigation system is standard and is combined with the harman/kardon amplifier and 9-speaker premium sound system.

Exclusive STI Performance Engineering

The WRX STI features a rally-bred drivetrain and Multi-Mode Driver Controlled Center Differential (DCCD) Symmetrical All-Wheel Drive that is exclusive to this model. Standard handling technologies include Active Torque Vectoring, Multi-Mode Vehicle Dynamics Control and a Brembo® Performance Brake System with Super Sport ABS.

The WRX STI is equipped exclusively with a specially reinforced 6-speed manual transmission. A flat-bottom, leather-wrapped tilt/telescoping steering wheel integrates switches for audio and Bluetooth. The STI Design electroluminescent gauge panel integrates a 3.5-in. central LCD screen that displays various functions such as windshield washer fluid and the selected gear.

The Subaru Intelligent Drive (SI-DRIVE) powertrain management system (also on the WRX Premium and Limited with automatic transmission) allows the driver to tailor the car's driving characteristics by choosing from three selectable modes – Intelligent, Sport and Sport Sharp – using a rotary dial on the center console. SI-DRIVE alters vehicle performance characteristics by regulating the engine control module and by fine-tuning the electronic throttle control system.

Alcantara® seating surfaces, accented by red and black leather bolsters and red stitching, set the tone for the STI's driver-focused interior. Rich-looking appointments and details abound, including soft-touch materials for the dashboard, door trim and center console armrest. A multi-information central display with a 4.3-in. LCD screen provides displays for numerous vehicle system functions, including the standard rear camera, boost gauge, Bluetooth, climate control settings and a VDC screen showing traction control operation (only displayed on the audio unit for 2016). The display can also provide a vehicle self-check and maintenance reminder.

2016 Subaru WRX and WRX STI				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery (\$795)
WRX	6MT	01	\$26,595	\$27,390
WRX Premium	6MT	11, 12	\$28,895	\$29,690
WRX Premium	CVT	11	\$30,095	\$30,890
WRX Limited	6MT	21, 22	\$30,395	\$31,190
WRX Limited	CVT	21, 23	\$31,595	\$32,390
WRX STI	6MT	02, 03	\$34,695	\$35,490
WRX STI Limited – Wing	6MT	21	\$39,995	\$40,790
WRX STI - Low Profile Trunk Spoiler	6MT	21	\$39,995	\$40,790

CODE 01	Standard WRX Model	--
CODE 11	Standard WRX Premium Model	--
CODE 12	Navigation + harman/kardon amplifier and speakers	\$2,100
CODE 21	Standard WRX Limited Model	--
CODE 22	Navigation System + harman/kardon amplifier & speakers + Keyless Access & Start + SRVD (Blind Spot Detection & Rear Cross Traffic Alert)	\$3,100

CODE 23	Navigation System + Harman/kardon amplifier & speakers + Keyless Access & Start + SRVD (Blind Spot Detection & Rear Cross Traffic Alert) + EyeSight	\$4,095
CODE 02	Standard WRX STI Model	--
CODE 03	Navigation System + harman/kardon amplifier & speakers + Keyless Access & Start	\$2,600
CODE 21	Standard WRX STI Limited Model	--

Destination & Delivery (D&D) is \$795 & includes handling & inland freight charges to dealer's location and may vary in the following states: CT, HI, MA, ME, NH, NJ, NJ, RI, & VT. D&D to dealers in Alaska is \$945.

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.