



# Media Information

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## SUBARU ANNOUNCES PRICING ON 2016 CROSSTREK® AND IMPREZA® MODELS

- Crosstrek upgrades include new grille, fascia, bumper and headlights
- Crosstrek 2.0i pricing holds the line at \$21,595
- SUBARU STARLINK™ Connected Services added to Impreza and Crosstrek
- Blind Spot Detection (BSD) and Rear Cross Traffic Alert (RCTA) added to Crosstrek

Cherry Hill, N.J., Sep 10, 2015 - Subaru of America, Inc. today announced pricing on the enhanced 2016 Crosstrek and The 2016 Crosstrek and Impreza models will arrive at Subaru retailers in late fall.

The versatile, fun-to-drive \$21,595 Crosstrek 2.0i looks the part of a rugged crossover and backs up its appearance with capability. Black side- and wheel-arch cladding, rocker spoiler and roof rails provide a rugged contrast to the body color. 7 ground clearance, body-color roof spoiler and unique-design 17-inch wheels bolster the Crosstrek model's go-anywhere attitude. Added Driver Assist technologies available on Crosstrek for 2016 include Blind Spot Detection, Lane Change Assist and Cross Traffic Alert.

Offered as gasoline and hybrid models, the Crosstrek features the Subaru BOXER engine and Symmetrical All-Wheel Drive. Gasoline models are powered by a 148-horsepower 2.0-liter BOXER engine and five-speed manual transmission or available Continuously Variable Transmission (CVT).

For 2016 Crosstrek, both gasoline and hybrid models debut a new front fascia, headlights and grille, with the Hybrid receiving a chrome finish on the grille. Gasoline models receive new 17-inch dark grey with machine finish alloy wheels. Interiors of 2.0i Premium receive orange stitching on the door armrests, center console, shift lever handles as well as the redesigned steering wheel and Hybrid Touring models add gloss black and silver dash trim.

All models add nighttime LED illumination to the center console under the radio. On models equipped with Keyless Access, Push Button start, PIN Code Access is included.

Beginning at \$22,395, the 2.0i Premium offers as standard, the All-Weather Package (heated front seats, heated side mirror, windshield wiper de-icer); a tilt/telescoping steering wheel with audio and Bluetooth® control switches; power windows, door mirrors; multi-function display with fuel economy information; security system with engine immobilizer; outside temperature gauge; carpeted floor mats. The 6.2" STARLINK multimedia system with touchscreen is standard on 2.0i, 2.0i Premium and Hybrid. The system includes AM/FM Stereo HD radio with single disc CD player, Bluetooth streaming audio and hands-free phone call control with iTunes tagging and rear-vision camera.

With a starting price of \$25,095, the 2.0i Limited adds standard CVT, leather-trimmed upholstery, steering wheel and shift models also feature; automatic climate control system, auto on/off headlights, a rear seat armrest with dual cupholders and exterior mirrors. New for 2016, Blind Spot Detection and Rear Cross Traffic Alert are now standard on Limited and Hybrid

New safety and security capabilities for 2016 extend the brand's reputation for providing occupant protection and peace of mind. STARLINK packages debut in optional packages for Premium and Limited trims for Crosstrek and Impreza. The STARLINK package includes Automatic Collision Notification, SOS Emergency Assistance, Enhanced Roadside Assistance, Maintenance Notifications, Monthly Vehicle Health Report and Diagnostic Alerts.

For even greater peace of mind, customers can subscribe to the STARLINK Safety Plus & Security Plus Package, which includes Vehicle Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Locator.

MySubaru.com is standard with STARLINK and allows access to remote services and diagnostics via smartphone or computer.

For 2016, Crosstrek Hybrid and Hybrid Touring receive a new gloss black grille with chrome accents. The model's 2.0-liter engine uses a slightly higher compression ratio (10.8:1) than in the standard gas model (10.5:1), along with reduced-friction pistons and valve springs and a higher capacity exhaust gas regeneration (EGR) system with an EGR cooler. The main performance comes from the permanent-magnet AC synchronous electric drive motor, which produces 13.4 hp from 1,500 rpm-6,000 rpm, for a total system output of 160 hp at 6,000 rpm. The starter and alternator functions are combined into one unit. A 100.8V, 13.5kWh lithium-ion battery, with 0.55kWh capacity, is located under the rear floor area. The battery is placed low in the vehicle to help with handling agility.

Standard on all Hybrid trims, Keyless Access with Push Button start system is an available option on Crosstrek Limited and Impreza Hybrid. Available navigation and Subaru STARLINK™ Multimedia Plus system for Crosstrek Limited with EyeSight. Impreza Hybrid Touring adds navigation, SiriusXM NavTraffic® and NavWeather® services (subscription required).

### 2016 Subaru Impreza

The 2016 Impreza continues as 4-door or 5-door model with available 5-speed manual transmission or CVT. All Impreza models are powered by a 148-hp 2.0-liter Subaru BOXER engine and feature standard Symmetrical All-Wheel Drive. At \$18,295, the price is just \$100 higher than the previous year.

With a starting price of \$21,095, the Impreza 2.0i Premium is well-equipped with the standard All-Weather Package, which includes heated front seats, heated exterior mirrors and a windshield wiper de-icer.

For an even sportier driving experience and appearance, the Impreza 2.0i Sport Premium is a 5-door model with more aggressive styling from body-color rocker panel spoilers and standard 17-inch alloy wheels. The trim also brings fog lights, turn-signal mirror, unique seat fabric and a leather-wrapped steering wheel and shift knob. EyeSight-equipped Sport Premium Imprezas receive Connected Services standard. The 2.0i Sport Premium is competitively priced from \$21,095.

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, as are turn signal exterior mirrors, a color LCD in the gauge cluster, Welcome Lighting, leather-trimmed steering wheel and Starlink Connected Services. Additional exterior chrome trim also distinguishes the Limited. Impreza 2.0i sedans are priced from \$22,595 while the 5-door Sport Limited is \$23,595, a \$300 increase over the previous model.

2016 SUBARU CROSSTREK			
Model/Trim	Transmission	Applicable Option Code	MSRP
2.0i	5MT	1	\$21,595
2.0i Premium	5MT	11	\$22,395
2.0i Premium	CVT	12, 13, 14	\$23,395

2.0i Limited	CVT	21,22,23	\$25,095
Hybrid	CVT	1	\$26,395
Hybrid Touring	CVT	31	\$29,995

2016 SUBARU CROSSTREK OPTION PACKAGES	
CODE 01 Standard Model 2.0i or Hybrid	N/A
CODE 11 Standard Model 2.0i Premium 5MT	N/A
CODE 12 Standard Model 2.0i Premium CVT	N/A
CODE 13 Moonroof	\$1,000
CODE 14 EyeSight® + SUBARU STARLINK™ 7.0" Multimedia Plus +Blind Spot Detection/Rear Cross Traffic Alert	\$1,995
CODE 15 Special Edition 2.0i Premium CVT	\$2,200
CODE 21 Standard Model 2.0i Limited CVT	N/A
CODE 22 Moonroof + Navigation System + Keyless Access with Push-Button Start	\$2,100
CODE 23 Moonroof + Navigation System +Keyless Access with Push-Button Start + EyeSight®	\$2,895

Destination & Delivery is \$850 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,C Alaska.

2016 SUBARU IMPREZA			
Model/Trim	Transmission	Applicable Option Code	MSRP
Impreza 4-door Models			
2.0i	5MT	1	\$18,295
2.0i	CVT	1	\$19,295
2.0i Premium	CVT	11,12	\$21,095
2.0i Limited	CVT	21,22,23	\$22,595
Impreza 5-door Models			
2.0i	5MT	1	\$18,795
2.0i	CVT	1	\$19,795
2.0i Premium	CVT	11	\$21,595
2.0i Limited	CVT	21	\$23,095
2.0i Sport Premium	5MT	11	\$21,095
2.0i Sport Premium	CVT	11,14,16	\$22,095
2.0i Sport Limited	CVT	21,22,23	\$23,595

2016 SUBARU IMPREZA OPTION PACKAGES	
CODE 01 Standard Model 2.0i	N/A

CODE 11	Standard Model 2.0i Premium or Sport Premium	N/A
CODE 12	Alloy Wheel Package + Moonroof	\$1,500
CODE 14	Moonroof	\$1,000
CODE 16	EyeSight® & Subaru STARLINK™7.0 Multimedia Plus + Moonroof	\$2,595
CODE 21	Standard Model 2.0i Limited	N/A
CODE 22	Moonroof + Keyless Access with Push-Button Start	\$1,500
CODE 23	Moonroof + Navigation System +Keyless Access with Push-Button Start + EyeSight	\$2,895

Destination & Delivery is \$795 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$94! Alaska.

#### **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 Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 1,000 dealers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Assembly is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For more information, visit [media.subaru.com](http://media.subaru.com).