

2012 Subaru Life



Love. It's what makes a Subaru, a Subaru.



SUBARU

Confidence in Motion

Live by the moment. Love by the mile.

Life is for exploring. Whether you're hitting your favorite trail, taking a favorite road or tackling your daily adventures, Subaru vehicles are uniquely engineered to get you out, keep you going, and help you embrace more of life's opportunities. And, because every Subaru has Symmetrical All-Wheel Drive, you're able to confidently drive where you want, when you want, to do whatever you want. Smart features to help you do more of what you live for. And the reassurance of award-winning safety for peace of mind. It's why we hear again and again, "I love my Subaru."

Love. It's what makes a Subaru, a Subaru.

Look for these icons.

Wherever you see these symbols, electronically connect for a dynamic Subaru experience.



Connect to links at Subaru.com
to experience Subaru Dynamic Brochures



Stay tuned for the free
iPad App on iTunes

Passionate people do passionate things.

True commitment shows through. For Subaru owners, it shows in kayak scuffs and snowboard scratches. It can take the form of dog hair that just won't come out, fresh coats of dust, or extra coats of wax. For many owners, the Subaru Badge of Ownership lets them show their commitment to the life they live and the confidence that has inspired them to fully embrace it. Owners can order them online for free, stick them on, and let everyone know how they experience the world.

Subaru Badge of Ownership

- 100K + High Mileage
- 200K + High Mileage
- Animals
- Biking
- Camping
- Cooking
- Diversity
- Education
- Environment
- Family
- Gardening
- Love
- Mechanical
- Military
- Music/Arts
- Outdoor Sports
- Performance
- Photography
- Rally
- Running
- Snow Sports
- Yoga



[subaru.com/
badgeofownership](http://subaru.com/badgeofownership)

2012 Subaru Life | **Badge of Ownership**



More miles, more milestones.

One thing you'll notice about Subaru owners is how long they hang on to them. Terry Prine remembers the day he brought his 2003 Subaru Forester home, and all of the great moments he's had with it by his side. Memories like passing the 100,000 mark on the odometer. With devoted owners like Terry, it only makes sense that 96% of all Subaru cars built in the last ten years are still on the road today¹. Terry loves his Forester so much that he even plans on handing it down to his son Miles (that's really his name).

A memory in every mile.

000475

Going on tour with my band in '03, the Forester was my bus. I could load in all of my buddies and gear and still had room to pick things up on the way. An amazing time.

014500

One of my favorite memories is driving cross-country. I love being able to go wherever and whenever I want, and my Forester has the same attitude.

038000

Packing up the family and taking our first roadtrip. I tried never to take the same road twice and the kids loved it. They especially enjoyed seeing all the different landscapes through the big windows and giant moonroof.

102000

The joy of having two healthy kids is surpassed by having our third. With a growing family, I know that they're always safe in my Subaru, and that one day, my son Miles will get the Forester to make his own memories with.



We support great passions, too.

Subaru drivers display their passions on their sleeve, on their car and in the way they live. At Subaru, we support this by giving you the capability to go anywhere your passions may lead. But also by getting out there with groups that get people involved and make a difference in your world. Because what matters to you most, matters to us.



subaru.com/partners

Some of our partners

- American Association for the Advancement of Science
- American Association of Snowboard Instructors
- American Canoe Association
- The American Society for the Prevention of Cruelty to Animals
- American Speech-Language-Hearing Association
- Crested Butte Mountain Resort
- Dining Out for Life
- Geological Society of America
- Greensgrow Philadelphia Project
- International Mountain Bicycling Association
- Jackson Hole Mountain Resort
- Japan America Society
- Leave No Trace Center for Outdoor Ethics
- MSP Films
- Mt. Washington Observatory
- National Ski Patrol
- Pennsylvania Horticultural Society
- Pilots N Paws
- Professional Ski Instructors of America
- Subaru-Nordica Service Team
- Subaru Road Racing Team
- Subaru-Trek Mountain Bike Team
- U.S. National Whitewater Center
- Vermont SportsCar
- Yakima Road Warrior Tour

Heritage behind us.

Subaru Rally Team USA

There has been no more punishing—and exciting—way to prove our engineering than rally racing. Challenging terrain from snow to gravel to tarmac and sometimes even air, has resulted in six World Rally Championships and six in RallyAmerica. Today, drivers like David Higgins and Dave Mirra continue to write our legend in the dirt.



Glory before us.

Subaru Road Racing Team

To push performance to the next level, we're always looking for the next challenge. Road racing dials up the control and durability forged in rally with the precision and responsiveness to achieve ultimate speed on the track. Making an all-out attack on the famed Nürburgring or taking on all makes in the Continental Sports Car Challenge, our future is fast.





Enthusiasm is contagious.

The love for a Subaru goes way beyond a wave to a fellow owner on the road. All over the world and all over the internet, loyal enthusiasts—united by their passion for life and for Subaru—gather for rallies, events, or just to talk about their favorite subjects.

Subaru Enthusiast Sites



nasioc.com
Legacygt.com
imprezaworld.com
Subaru-Impreza.org



sidc.co.uk
iwsti.com

ClubWRX.net
SubaruForester.org
815subarus.com
dirtyimpreza.com
socialsubies.com
wrxtuners.com

SubaruManiablog.com
seccs.org
scoobycity.co.uk
TribecaForums.com
wrxownersclub.com.au
SubaruOutback.org



socsa.org.za
i-club.com



subaruclub.ca
3gwrx.com



STIblog.com
clubsubaru.es



subaru.com/enthusiasts

We try not to waste a thing. **Even waste.**



In 2004, Subaru of Indiana Automotive, Inc. (SIA) became the first manufacturing facility in the U.S. to reach zero landfill status and be designated a wildlife habitat. And every Subaru plant continues to use green suppliers, reduce manufacturing wastes and CO2 emissions.



In 2003, Subaru of Indiana Automotive, Inc. became the first automotive assembly plant to be designated as a Backyard Wildlife habitat by the National Wildlife Federation. SIA's 800+ acres serves as a home for a wide variety of animals.



Because clear skies are just as important as clean landscapes, Subaru has offered certified Partial Zero Emission Vehicles (PZEV) since 2003. Partial Zero Emission Vehicles meet California's Super-Ultra-Low-Emission vehicle exhaust emission standard². Gasoline vehicles meeting these standards can have even lower emissions than hybrid or alternative fuel vehicles.



We've spent decades building relationships with those who believe in building a cleaner and greener world as much as we do. That's why we support organizations like Leave No Trace.



subaru.com/environment

15,000,000

6,700,000

5,000

2,000

225



Through our Share the Love Event, new Subaru owners have helped us donate nearly \$15 million over the last three years to charities such as the ASPCA, Habitat for Humanity, Ocean Conservancy, Big Brothers Big Sisters and Meals on Wheels. We look forward to continuing the trend in the years to come.



We are dedicated to supporting and improving surrounding communities through the Subaru of America Foundation (SOAF) and corporate contributions. Established in 1984, SOAF has awarded nearly \$6.7 million to programs that support youth-based initiatives in the areas of education, safe driving programs, environment, and local community projects.



Subaru employees provide much-needed volunteer assistance to a variety of community-based organizations. In fact, over the past two years, our employees donated more than 5,000 volunteer hours.



Subaru encourages its employees to support causes and organizations that are important to them. To this end, the Subaru of America Foundation matches Subaru employees' financial contributions to eligible, non-profit organizations on a 1:1 basis up to \$2,000 per employee annually.



Subaru recognizes and rewards the academic achievements of children of Subaru of America, Inc. employees and encourages them to further their higher education. Since 1996, SOAF's Scholarship Program has awarded 225 scholarships to employees' children totaling \$528,000.



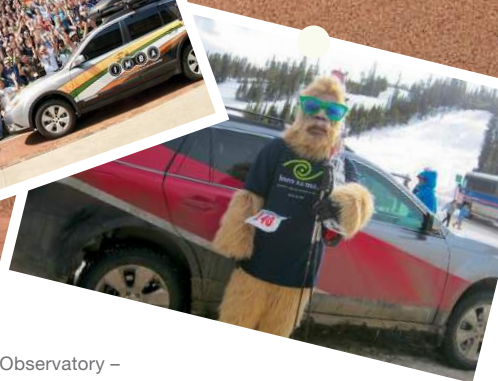
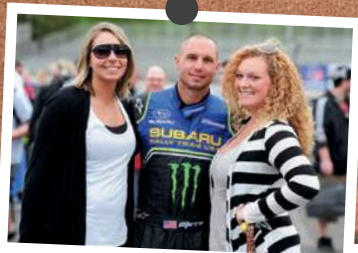
Because it's not always what you give, sometimes it's what you hold back, Subaru builds fuel-efficient vehicles in ecologically minded plants. Subaru of Indiana Automotive, Inc. (SIA) is the first manufacturing facility in the U.S. to reach zero landfill status.

Come on out. Happiness loves company.

Subaru lovers are a unique bunch of people who tend to have one thing in common—they live life to the fullest. Being part of the Subaru family introduces you to all sorts of opportunities to get out there with others who share common interests and passions. Here are just a few of the events we've all shared together.



For future events visit
subaru.com/events



See you there!

- Subaru Master the Mountain
- Northface Masters of Snowboarding
- Subaru Freeskiing World Tour
- Northwest Flower & Garden Show
- Philadelphia International Flower Show
- Subaru Cherry Blossom Festival
- United States National White Water Center
- East Coast Canoe and Kayak Festival
- Merrell Down and Dirty Mud Run Series Presented by Subaru
- Dining Out For Life
- Asian Heritage Street Celebration
- Mount Washington Observatory – Seek The Peak
- Pilots N Paws Animal Rescue
- Matchstick Movie Tour
- Subaru Fall Festival at Greensgrow Farms
- Grand-Am Continental Tire Sports Car Challenge
- Rally America National Championship Series
- Global RallyCross Championship
- RallyCar U.S. RallyCross Championship



Welcome to the family.

Subaru Symmetrical All-Wheel Drive

A standard feature on every Subaru is Symmetrical All-Wheel Drive. This unique system offers better balance for stability and a more efficient flow of power for greater grip, giving you better traction and control to seize any road and any opportunity with confidence.



All-weather Conditions

Traction and stability keeps you connected to the road in most conditions.



Accident Avoidance

Being more responsive to the unexpected takes natural agility.



Spirited Handling

Dynamic steering and intuitive control comes from a near-perfect side-to-side symmetry.



subaru.com/awd



Stopping Power



Exceptional Control



Passenger Protection



Reinforced Structure

Subaru Safety

"The only manufacturer with IIHS Top Safety Picks for all models, two years running (2010–2011)."³
—Insurance Institute for Highway Safety (IIHS)

Confidence is at our core.



2012 Subaru Models | Core Technology

Subaru Boxer Engine

The SUBARU BOXER® engine is remarkably different because it generates more than power. The pistons are laid flat in a horizontally opposed design, providing powerful, yet smooth acceleration. And better yet, a lower center of gravity for increased handling stability.



Horizontally Opposed Design



Smoother Operation

Durable Construction



Increased Reliability

Lower Center of Gravity



Greater Handling Agility



subaru.com/boxer-engine

Sometimes the smart choice is the fun choice.

"The most fuel-efficient All-Wheel Drive
car in America at 36 MPG."⁴
—U.S. Environmental Protection Agency



Impreza 2.0i Limited 4-door in Camellia Red Pearl.

2012 Impreza

A new car is a big commitment, but wait until you find out just how committed the all-new Impreza will be to you. Not only will it help you save at the pump, it'll reward you on the road with more comfort and versatility. And you know you can count on its trademark Subaru control and long-lasting Subaru durability. Affordable and efficient, it's a smart investment. Sporty and flexible, it's a fun one, too.



Efficient



Fun



Roomy



Affordable

- 148-hp 4-cylinder SUBARU BOXER® engine
- 36 highway mpg⁴ and Partial Zero Emission Vehicle (PZEV)²
- Subaru Symmetrical All-Wheel Drive (AWD)
- 4-door or 5-door body style
- Voice-activated touch-screen GPS navigation system and 6-speaker audio system with HD Radio™ with iTunes™ tagging capability, USB port/iPod® control, Bluetooth® hands-free phone and audio streaming connectivity and SMS text messaging capability⁵
- Leather-trimmed upholstery⁵
- All-Weather Package⁵
- Sport 5-door with roof rails and 17-inch gray-finish wheels



Experience the Impreza
Dynamic Brochure.



Stay tuned for the free
iPad App on iTunes.

2012 Outback

Not all who wander are lost. The Outback has what you need to explore whenever and wherever with confidence. Ample headroom and legroom, over 71 cubic feet of cargo space and integrated roof rails with retractable crossbars, are just a few ways the Outback offers up the versatility you seek to take on any adventure. And with the Symmetrical All-Wheel Drive and rugged suspension, you get car-like handling with SUV capabilities. So grab some gear, a few fellow adventurers, and go make some stories.



Rugged



Spacious



Versatile



Capable

- 170-hp 4-cylinder or 256-hp 6-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive (AWD)
- Raised suspension with 8.7" of ground clearance
- Roof rails with retractable crossbars
- 29 highway mpg⁵ and Partial Zero Emission Vehicle (PZEV)²
- All-Weather Package⁵
- 440-watt Harman Kardon premium audio system⁵ with HD Radio™, USB port/iPod® control and XM® Satellite Radio⁷
- Bluetooth® hands-free phone and audio streaming connectivity⁵
- Voice-activated GPS navigation system⁵
- Subaru Mobile Internet turns your Outback into a secure WiFi hotspot using 3G network infrastructure⁵



**Experience the Outback
Dynamic Brochure.**



**Stay tuned for the free
iPad App on iTunes.**

Go where the stories are.

"Perhaps one of the most versatile vehicles on the road, the Outback is a Swiss Army knife on wheels; there is a blade or other useful utensil ready to handle whatever task you throw its way."

—MSN Autos





Good ideas fuel great drives.

"At 31 mpg highway, the AWD Legacy delivers better fuel economy than even two-wheel drive competitors."⁸

Legacy 3.6R Limited in Ice Silver Metallic.

2012 Legacy

From an engine that helps it handle better and Symmetrical AWD that helps it stick, to the strength and presence evident in the exterior design, the Legacy is different. You feel the difference behind the wheel. In the turns. Even your passengers feel it in the extra room in the rear seats. The Legacy is smartly engineered to give you a greater sense of control, connectedness and exhilaration. It is intelligence that you can see and feel.



Efficient



Sophisticated



Sporty



Comfortable

- 170-hp to 265-hp 4-cylinder and 256-hp 6-cylinder SUBARU BOXER® engines
- 31 highway mpg⁸ and Partial Zero Emission Vehicle (PZEV)²
- Subaru Symmetrical All-Wheel Drive (AWD)
- Lineartronic® CVT (Continuously Variable Transmission) with manual mode and paddle shifters⁵
- Double-wishbone rear suspension
- Voice-activated GPS navigation system⁵
- 440-watt Harman Kardon premium audio system⁵ with HD Radio™, USB port/iPod® control and XM® Satellite Radio⁷
- Bluetooth® hands-free phone and audio streaming connectivity⁵



Experience the Legacy
Dynamic Brochure.



Stay tuned for the free
iPad App on iTunes.

2012 Tribeca

You'll always remember the little things. The perfect restaurant you found in that tiny town. Ice cream victory celebrations with the kids. Sundays at the park with the dog. And your Tribeca is built to make them all happen, with room for up to seven and storage for all your belongings. And because no two road conditions are ever the same, the Subaru Symmetrical All-Wheel Drive system sends power to all wheels for maximum traction. Wherever you're headed, time spent together will be the time of your life.



Flexible



Accommodating



Refined



Sizable

- 256-hp 6-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive (AWD)
- 5-speed automatic transmission with manual shift mode
- Raised suspension with 8.4" of ground clearance
- 385-watt Harman Kardon premium audio system⁵ with XM® Satellite Radio⁷
- Bluetooth® hands-free phone connectivity⁵
- 2-position driver's seat memory⁵
- 40/20/40-split flat-folding reclining/sliding second-row seats
- 50/50-split flat-folding third-row seats
- Touch-screen GPS navigation system⁵
- Rear-Vision Camera⁵
- Rear-seat DVD entertainment system⁵



**Experience the Tribeca
Dynamic Brochure.**

Room for all the memories you can create.

"One of the Tribeca's strongest driving attributes is its ride quality; the suspension absorbs road imperfections with ease, making for a very comfortable commute."

—Cars.com



What you have to do is now fun to do.

"... the Subaru Forester strikes the sort of balance between driving fun, ride comfort and outright practicality that make some of its competitors seem downright frustrating in comparison."

—Cars.com, April 2011



Forester 2.5X Touring in Sky Blue Metallic

2012 Forester

The ideal balance between comfort and confidence. A smart combination of appealing design and astounding versatility. It's fun-filled, intelligent, practical, and easy to love whether you're driving it or packing it. Thoughtful details like grocery bag hooks and the way the rear suspension is designed to maximize rear cargo space make your day-to-day errands easy. And with the Symmetrical All-Wheel Drive and the SUBARU BOXER® engine, you have the control and power you need to tackle any adventure. So, if you're ready to turn your to-do list into your love-to-do list, the Forester might just be right for you.

- 170-hp or turbocharged 224-hp 4-cylinder SUBARU BOXER® engine
- Partial Zero Emission Vehicle (PZEV)²
- Subaru Symmetrical All-Wheel Drive (AWD)
- Panoramic moonroof⁵
- Multifunctional center console
- Reclining rear seats⁵
- Retractable rear tray with dual cup holders⁵
- Voice-activated touch-screen GPS navigation system and 6-speaker audio system with HD Radio™ with iTunes™ tagging capability, USB port/iPod® control, Bluetooth® hands-free phone and audio streaming connectivity and SMS text messaging capability⁵
- Dual-zone automatic climate control⁵



Clever



Adventurous



Capable



Resourceful



Experience the Forester
Dynamic Brochure.



Stay tuned for the free
iPad App on iTunes.

2012 Impreza WRX

The Subaru WRX is an icon of performance with its racing-inspired 265-hp turbocharged 4-cylinder SUBARU BOXER® engine and its Symmetrical All-Wheel Drive. The rush of power with traction is dialed up by the responsiveness of the sport-tuned suspension for a drive that's always turned all the way up. With commanding looks and a committed soul, it's a car that's as forceful as its presence.



Powerful



Fierce



Sharp



Agile

- 265-hp turbocharged 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive (AWD)
- 4-door or 5-door with wide-body design
- Sport-tuned suspension
- 5-tri-spoke 17-inch aluminum-alloy wheels
- Voice-activated touch-screen GPS navigation system and 6-speaker audio system with HD Radio™ with iTunes™ tagging capability, USB port/iPod® control, Bluetooth® hands-free phone and audio streaming connectivity and SMS text messaging capability⁵
- WRX Limited with HID headlights and leather-trimmed upholstery



Experience the WRX
Dynamic Brochure.



Stay tuned for the free
iPad App on iTunes.

As serious as it looks.
As powerful as it drives.

"Packs a turbocharged flat-four cylinder with a serious punch as well as a world-class all-wheel drive system."

—Popular Mechanics, 2010



Everything you dream of. Like nothing you've driven.

"The Impreza WRX STI is a rally-bred performance machine."
—Edmunds.com



WRX STI 5-door in Dark Gray Metallic.

2012 Impreza WRX STI

The WRX STI is the result of 18 years of rally racing heritage built in, pent up and released the moment you open it up. The turbocharged 4-cylinder SUBARU BOXER® engine effortlessly delivers an awe-inspiring 305 horsepower. The suspension delivers masterful handling and telepathic-like control. And when it comes to stopping power, the WRX STI is no less masterful with its standard Brembo® performance brakes. In the rally-inspired world of the WRX STI, there is no room for anything less.



Fast



Tough



Forceful



Intense

- 305-hp turbocharged 4-cylinder SUBARU BOXER® engine
- Driver Controlled Center Differential All-Wheel Drive (DCCD)
- SI-DRIVE performance management system
- 4-door or 5-door with wide-body design
- High-performance sport-tuned suspension
- Brembo® performance brake system
- 7-split-spoke 18-inch BBS® aluminum-alloy wheels
- Voice-activated touch-screen GPS navigation system and 6-speaker audio system with HD Radio™ with iTunes™ tagging capability, USB port/iPod® control, Bluetooth® hands-free phone and audio streaming connectivity and SMS text messaging capability⁵
- WRX STI Limited with leather-trimmed upholstery and tilt/sliding moonroof



Experience the WRX STI
Dynamic Brochure.



Stay tuned for the free
iPad App on iTunes.

Get more for your miles.



We build a Subaru to give you more out of what matters. Efficiency helps you save when you drive it, and considering how long a Subaru lasts, that can add up. If you decide to sell your Subaru, our top resale value will help you save more then, too. And should you need it, our trademark Subaru safety features might save you the most of all.



The Subaru Legacy and Impreza were named the most fuel-efficient all-wheel drive vehicles in their class. —EPA



Subaru was awarded the industry's highest predicted resale value by ALG⁹ and Kelley Blue Book's kbb.com.¹⁰

Connect through the Web



Experience more about Subaru models on our website. Simply scan the QR code with your mobile device and visit model pages or go to Shopping Tools to get brochures. From your desktop, just log on to www.subaru.com/shopping-tools/get-brochure.html and enjoy the Dynamic Brochures.

Get Social



[facebook.com/
subaruofamerica](http://facebook.com/subaruofamerica)



twitter.com/subaru_usa

Follow us on Facebook and Twitter to see what Subaru is up to and see what other Subaru owners are saying.

Coming Soon



[itunes.com/apps/
subaruofamerica](http://itunes.com/apps/subaruofamerica)

Go to iTunes™ and download iPad Apps for Subaru models.

1. Based on Polk U.S. vehicles in operation registration statistics 2001–2010. 2. 2012 Subaru Impreza 2.0 and Forester, Outback, Legacy 2.5 non-turbo models achieving a Partial Zero Emission Vehicle (PZEV) rating by the California Air Resources Board are available in all 50 states. Only those sold and registered in California, Connecticut, Maine, Maryland, Massachusetts, New Jersey, New York, Rhode Island and Vermont will be eligible for the 15 years/150,000 mile emission warranty. Oregon, Pennsylvania and Washington vehicles are not covered under PZEV emissions control warranty. See your warranty maintenance booklet for additional information. 3. Ratings based on Insurance Institute for Highway Safety's (IIHS's) 40-mile-per-hour frontal crash test, 31-mile-per-hour side-impact test, 20-mile-per-hour rear-impact test, and roof-strength test. For more information, contact IIHS or visit their website at www.iihs.org. 4. Manufacturer estimated fuel economy for 2012 Subaru Impreza CVT at 36 highway MPG. Comparison based upon EPA estimated highway fuel economy for all 2012 AWD vehicles. Actual mileage may vary. 5. Availability varies by trim level. See your dealer. 6. EPA-estimated fuel economy for 2012 Subaru Outback 2.5i CVT models 29 highway MPG. Actual mileage may vary. Visit fuelconomy.gov for more information. 7. Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your dealer. 8. EPA-estimated fuel economy for 2012 Subaru Legacy 2.5i CVT models 31 highway MPG. Actual mileage may vary. 9. Projected resale values are specific to the 2011 model year. For more information, visit ALG's alg.com. 10. Vehicle's projected resale value is specific to the 2011 model year. For more information, visit Kelley Blue Book's kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

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12.LIFEBOOKB.525 (S-12155, 340K, 8/11, CG)



This brochure was printed with vegetable-based inks and produced using a "Green Printing Process" and FSC® standards. The Forest Stewardship Council™ (FSC) is an international organization that brings people together to find solutions which promote responsible stewardship of the world's forests and environments.

By producing this brochure in a green way rather than by traditional methods, we saved 56 trees preserved for the future; 163 lbs water-borne waste not created; 23,986 gallons wastewater flow saved; 2,654 lbs solid waste not generated; 5,226 lbs net greenhouse gases prevented; 39,997,090 BTUs energy not consumed.

