

Impreza



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





Your Impreza.

The 2014 Subaru Impreza

A new car is a big commitment, but wait until you find out just how committed the 2014 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 safety and durability to last.

Impreza 2.0i Limited 4-door and 5-door in Ice Silver Metallic and Dark Gray Metallic.



the power of play.



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

aims to please.

Interior Features

Inside, the Impreza is loaded with features that put control at your fingertips and technology at your service. Thoughtful things like steering-wheel-mounted controls and available automatic climate control mean you can focus more on driving and less on fiddling. Let the available high-resolution navigation system guide you, while you guide the music with iPod® control. Hear a song you like on the radio? You can tag it for purchase with iTunes® tagging. And now you can have a clearer view when backing up, thanks to the available Rear-Vision Camera.

Impreza 2.0i Limited 5-door with Ivory Leather and optional Navigation System.

A high-angle, wide shot of the front interior of a car. The seats are upholstered in a light cream or ivory leather with visible stitching. The dashboard and center console are dark grey or black. The steering wheel is black with the Subaru logo in the center. The car is parked on a light-colored brick or cobblestone surface. The driver's side door is open, showing the interior door panel which matches the seat upholstery. The overall lighting is bright, highlighting the textures of the leather and the clean design of the interior.

Fall in love.

Impreza 2.0i Limited 5-door with Ivory Leather and optional Navigation System.

Enjoyment.



Well-engineered Safety

Above and beyond. Every Subaru demonstrates our commitment to take safety to the next level. We used high-tensile steel to give the Impreza an exceptionally strong body construction, and added seven standard airbags, including a driver's knee airbag to help protect the driver's lower extremities.¹



Subaru Symmetrical AWD

All-wheel drive isn't just for SUVs and road-hugging sports cars. The Impreza gives you the confidence-inspiring stability and traction of Subaru Symmetrical AWD with exceptional efficiency. You'll discover how many opportunities open up when your limitations fade away.

MPG

Fuel Efficiency

36 MPG² means you'll be able to drive the 2014 Impreza more than 500 miles³ between fill-ups. Road trip, anyone? And expect to enjoy those miles more, thanks to the smooth-performing efficiency of the Lineartronic[®] CVT and the uniquely balanced SUBARU BOXER[®] engine for a truly engaging driving experience.



More space. More rewards.

It may be compact on the outside, but the Impreza is a pretty big deal. It's big on shoulder room and legroom—even for rear seat passengers. It's big on cargo room with up to 52.4 cubic feet of easy-access space. And it's big on interior rewards with generous use of soft-touch materials and modern, refined design.



Bluetooth[®] Hands-free

Stay connected, stay entertained, but keep your hands where they belong. The Impreza comes standard with both Bluetooth[®] hands-free calling and audio streaming—allowing you to make calls and stream music—all without wires.



Agile Handling

Curvy roads will be your new playground. The Impreza was built for enthusiastic driving with a tight, athletic suspension that's both precise and incredibly responsive.



1 Always wear seatbelts. Children should be properly restrained in the rear seat.
2 EPA estimated fuel economy for the 2014 Subaru Impreza 2.0i CVT at 36 highway MPG. Actual mileage may vary.
3 Driving range based on 14.5-gallon fuel tank capacity and EPA estimated fuel economy for 2014 Subaru Impreza 2.0i Lineartronic[®] CVT at 36 highway MPG. Actual driving range may vary.



“Subaru has racked up more endorsements by independent arbiters of automotive quality and safety than just about any other manufacturer.”¹
— FORTUNE Magazine, December 3, 2012

“The most fuel-efficient All-Wheel Drive car in its segment at 36 MPG.”²

“A 2013 IIHS Top Safety Pick Plus and Top Safety Pick for six years running (2008–2013).”³
— Insurance Institute for Highway Safety (IIHS)
Does not apply to WRX or STI models.

Impreza 2.0i Limited 5-door in Quartz Blue Pearl with accessory equipment.

2014 Impreza | Trim Levels



- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® CVT (Continuously Variable Transmission)
- 15-inch steel wheels with covers
- Cloth upholstery
- 6-way manually adjustable driver's seat. 4-way manually adjustable front-passenger's seat.
- 4-speaker single-CD audio system with USB port/iPod® control, Bluetooth® connectivity and 3.5-mm auxiliary jack
- Multifunction display



- Includes 2.0i key features and adds:**
- 16-inch aluminum-alloy wheels
 - Body-color side mirrors
 - 6-speaker single-CD audio system with USB port/iPod® control, Bluetooth® connectivity and 3.5-mm auxiliary jack
 - Electronic Cruise Control
 - All-Weather Package⁴



- Includes 2.0i Premium key features and adds:**
- Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
 - 17-inch aluminum-alloy wheels
 - Fog lights
 - Leather-trimmed upholstery
 - Leather-wrapped steering wheel and shift handle
 - Automatic climate control system
 - 6-speaker single-CD audio system with 4.3-inch LCD display, HD Radio® USB port/iPod® control, Bluetooth® connectivity and 3.5-mm auxiliary jack
 - Rear-Vision Camera
 - Auto-on/off headlights



- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- Fog lights
- 17-inch aluminum-alloy wheels with gray finish
- Roof rails, black finish
- Striped cloth upholstery
- 6-speaker single-CD audio system with USB port/iPod® control, Bluetooth® connectivity and 3.5-mm auxiliary jack
- 6-way manually adjustable driver's seat. 4-way manually adjustable front-passenger's seat.
- Leather-wrapped steering wheel and shift handle
- All-Weather Package



- Includes 2.0i Sport Premium key features and adds:**
- Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
 - Leather-trimmed upholstery
 - Automatic climate control system
 - 6-speaker single-CD audio system with 4.3-inch LCD display, HD Radio® USB port/iPod® control, Bluetooth® connectivity and 3.5-mm auxiliary jack
 - Rear-Vision Camera
 - Auto-on/off headlights

¹ Excerpted from FORTUNE Magazine, December 3, 2012 © 2012 Time Inc. Used under license. FORTUNE and Time Inc. are not affiliated with, and do not endorse products or services of, Subaru.
² Based on EPA estimated highway fuel economy for 2014 Subaru Impreza models compared to AWD vehicles within Polk's Non-Luxury Traditional Compact segment.
³ Top Safety Pick Plus winners must earn good ratings for occupant protection in at least 4 of 5 evaluations, with no less than acceptable in the fifth test. Ratings based on Insurance Institute for Highway Safety's (IIHS's) 40-mile-per-hour moderate overlap frontal crash test. 40-mile-per-hour small overlap 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 Standard on 2.0i Premium equipped with 5-speed manual transmission; optional when equipped with Lineartronic® CVT.

2.0i

2.0i Sport

1 2014 Subaru Impreza 2.0L models achieving a Partial Zero Emission Vehicle (PZEV) rating by the California Air Resources Board are available in all 50 states. Only those 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. Delaware, Oregon, Pennsylvania and Washington vehicles are not covered under PZEV emissions control warranty. See your warranty maintenance booklet for additional information. 2 2014 EPA fuel economy estimates. Actual mileage may vary. 3 Standard on 2.0i Premium equipped with 5-speed manual transmission; optional when equipped with Lineartronic® CVT. 4 Included in Alloy Wheel Package. See Optional Equipment listing above. 5 Requires Navigation System. 6 The Supplemental Restraint System (SRS) (airbags) affords the driver and the front and rear outboard passengers additional protection in moderate to severe frontal and side-impact collisions. This system provides supplemental protection only, and seatbelts must be worn in order to avoid injuries to out-of-position occupants upon airbag deployment and to provide the best combined protection in a serious accident. Children should always be properly restrained in the rear seat. 7 The glass information listed represents calculated reference values, and may not represent actual values determined by testing. 8 Requires All-Weather and Alloy Wheel Packages. 9 Not available with Navigation System on 2.0i Premium. 10 Compatible smartphone and free Aha app required. For Aha to operate, latest version of Aha application and optional integrated audio and navigation system unit required. Data provided by smartphone is displayed on navigation screen. Some state laws prohibit the operation of handheld electronic devices while operating a vehicle. Smartphone apps should only be launched when vehicle is safely parked. Aha is a trademark of HARMAN International Industries, Incorporated. Your wireless carrier's rates may apply. 11 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your dealer. 12 Requires moonroof. 13 Requires All-Weather Package, and Moonroof or Navigation System Package.

2014 Impreza | Accessories



All-weather Floor Mats. Custom-fitted heavy-gauge floor mats help protect the vehicle carpet from sand, dirt and moisture. Not intended for use on top of carpeted floor mats.



Trunk Spoiler. Enhances the performance look of the 4-door Impreza. Features an integrated L.E.D. brake light and comes pre-painted to match your Impreza.



Remote Engine Starter. Allows vehicle to start by pushing a button from the convenience of home or the office (up to 400 feet away depending on obstructions) so that the vehicle's interior temperature is more comfortable upon entry. Remote confirms when vehicle engine has been started.
A/T only.



Body Side Moldings. Attractive, color-matched moldings coordinate with the styling of the vehicle while helping to protect doors from unsightly dings.



Sport Mesh Grille. Bold metal mesh design adds an aggressive look to the Impreza. Grille comes pre-painted and ready to install.



Fog Lamp Kit. Casts a low and wide beam of light to enhance vision in inclement weather. Kit includes chrome surround bezels.



Front Underspoiler. Two-piece design integrates into the front end to help create a unique, custom appearance. The Front Underspoilers are pre-painted and easily installed onto the front end of all Impreza models.



Roof Cargo Carrier. Provides 13 cubic feet of lockable storage capacity. Opens from rear to accommodate loading from three sides. Measures 56"L x 36"W x 18"H. Requires Crossbar Kit. Consult vehicle owner's manual for total roof-load limit.



Rear Seatback Protector. Helps protect 5-door rear seatbacks from dirt and spills when the rear seats are folded flat.



Side Window Visors. Designed to let the fresh air in while helping to keep the rain out of the vehicle. Black acrylic plastic construction is designed specifically for an exact fit on the Impreza models.
May not be legal in all states. Please check the laws of your state.



Auto-dimming Mirror with HomeLink® Mirror darkens when headlights are detected from behind the vehicle. Includes a compass and three integrated HomeLink® buttons that are programmable for most garage-door openers and other HomeLink®-compatible devices.



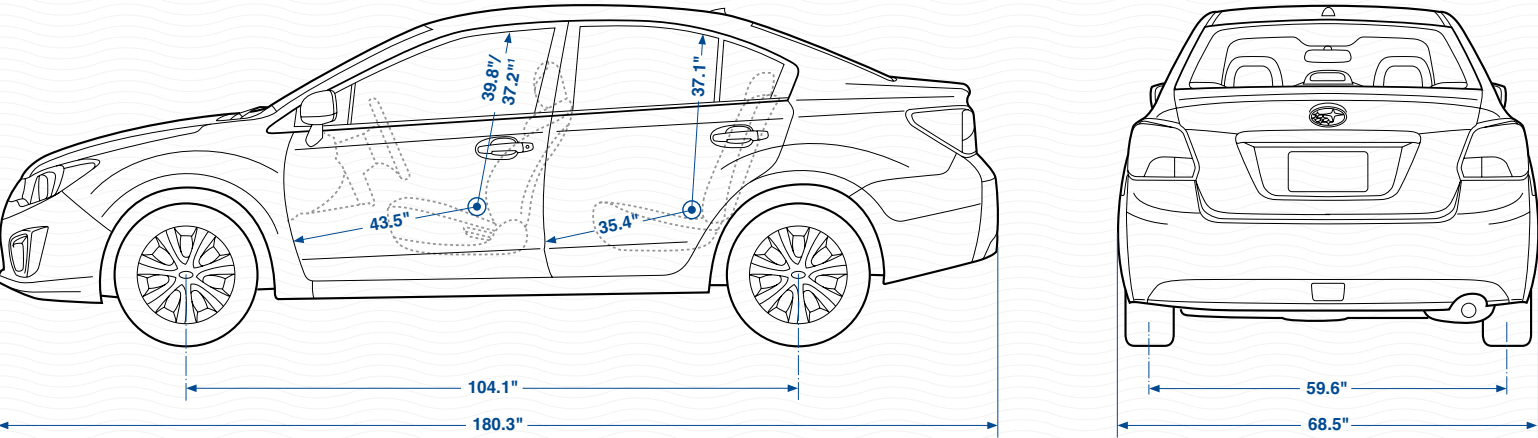
Rear Cargo Tray. Helps protect cargo area from dirt and spills while providing a surface that helps reduce the shifting of cargo when driving. Also available on Impreza 4-door models.

2014 Impreza | Owner Benefits



2014 Impreza | Dimensions

Impreza 4-Door



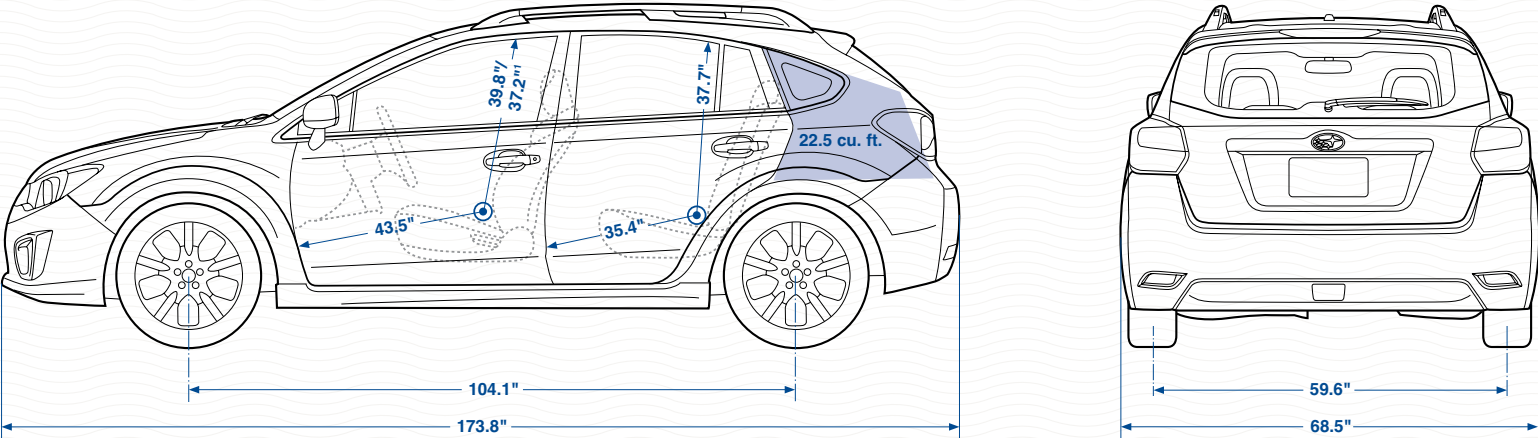
Length/Width/Height

Wheelbase

Track (front/rear)

Base curb weight
(4-door/5-door)

Impreza 5-Door



Headroom (front/rear)

Legroom (front/rear)

Shoulder room (front/rear)

Hip room (front/rear)

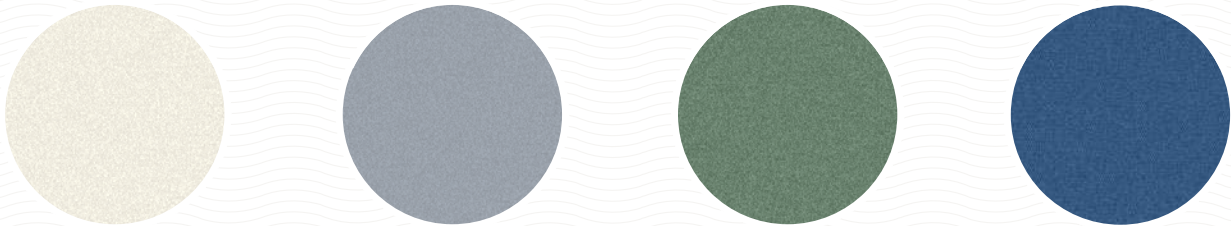
Passenger volume

Cargo volume

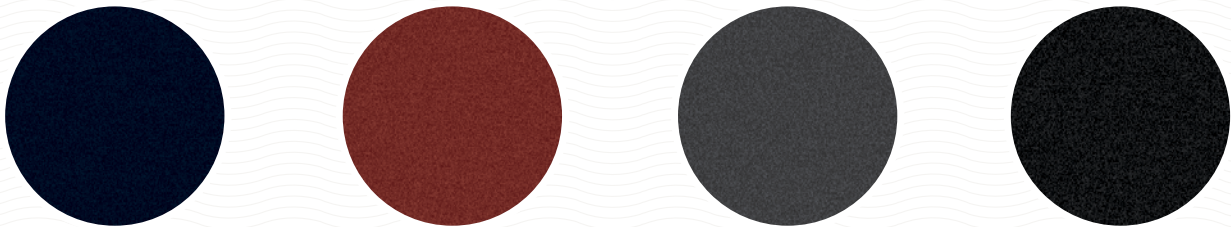
1 With available moonroof. Moonroof availability varies by trim level.
2 59.5 inches with roof rails.

2014 Impreza | Colors

Paint

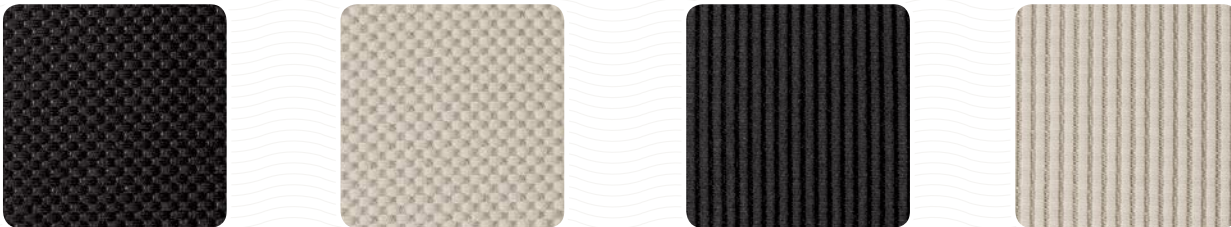


Satin White Pearl Ice Silver Metallic Jasmine Green Metallic Quartz Blue Pearl



Deep Sea Blue Pearl Venetian Red Pearl Dark Gray Metallic Crystal Black Silica

Upholstery



Black Tricot (BT) Ivory Tricot (IT) Black Striped Cloth (BSC) Ivory Striped Cloth (ISC)



Black Leather (BL) Ivory Leather (IL)

Color Combinations	2.0i – 2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
Satin White Pearl				
Ice Silver Metallic				
Jasmine Green Metallic				
Quartz Blue Pearl				
Deep Sea Blue Pearl				
Venetian Red Pearl				
Dark Gray Metallic				
Crystal Black Silica				
— Not available				

Ready to join the family.

At Subaru, we're committed to building a lasting, rewarding relationship with you and the world we share. We start by building our vehicles to last—it's why 96% of all the vehicles we've built in the last 12 years are still on the road today.¹ We also share your desire for a cleaner, greener world and now we're taking it one step further. Every 2014 non-turbo Impreza, along with select XV Crosstrek, Forester, Outback and Legacy models have achieved Partial Zero Emission Vehicle—PZEV²—status because of their exceptionally low emissions. What's more, in 2004 Subaru of Indiana Automotive, Inc. (SIA) became the first manufacturing facility in the U.S. to reach zero-landfill status—nothing from its manufacturing efforts ever goes into a landfill. Subaru is also headquartered in a zero-landfill office in Cherry Hill, NJ.



Find out more about our efforts to
keep it cleaner and greener.
subaru.com/environment



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

