

Impreza



Impreza. It's not just a car. It's a Subaru.





makes perfect sense.

1 EPA estimated fuel economy for 2016 Impreza 2.0i non-Sport models with CVT at 37 highway MPG. Actual mileage may vary. 2 Based on IHS Automotive, Polk U.S. Total Registrations MY2005–October 2014. 3 Compatible smartphone and applications required. For applications to operate, latest version of each application is required. Data provided by smartphone is displayed on the audio system 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. Your wireless carrier's rates may apply.

Impreza 2.0i Limited 4-door and 5-door in Ice Silver Metallic and Crystal Black Silica with optional equipment.



Kelley Blue Book's KBB.com named the
2015 Subaru Impreza Best Resale Value in its class.¹



¹ Vehicle's projected resale value is specific to the 2015 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. ² EPA estimated fuel economy for 2016 Impreza 2.0i non-Sport models with CVT at 37 highway MPG. Actual mileage may vary. ³ Compatible smartphone and applications required. For applications to operate, latest version of each application is required. Data provided by smartphone is displayed on the audio system 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. Your wireless carrier's rates may apply. ⁴ STARLINK can read incoming texts out loud when the vehicle is traveling at speeds over 5 miles per hour, and can display incoming texts on screen when the vehicle is traveling at speeds lower than 5 miles per hour. 7.0" system required. ⁵ EyeSight is a driver assist technology, which may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors such as vehicle maintenance, weather and road conditions. See Owner's Manual for complete details on system operation and limitations. Please remember to turn off EyeSight when going through a carwash. ⁶ Activation and required subscription sold separately. Includes one-year trial subscription. See your retailer for details.



to play.



Lots of potential.

every time you drive.

Pre-Collision Braking



A driver ahead unexpectedly hits the brakes or cuts you off. EyeSight^{®1} warns you, applies the brakes to help avoid it, and at lower speeds can even help you stop your Subaru.

Adaptive Cruise Control



Traffic doesn't always flow, so EyeSight[®] doesn't only keep a set speed. The system looks ahead and helps the Subaru automatically adjust to keep your distance, even in stop-and-go highway traffic.

Pre-Collision Throttle Management



If you put the car in Drive instead of Reverse and EyeSight[®] sees an object in your path, it cuts power to help you avoid accelerating into it.

Lane Departure and Sway Warning

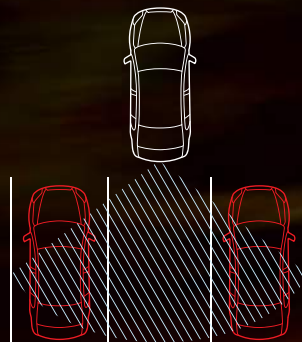


You accidentally drift to the edge of your lane and begin to cross into another. EyeSight[®] watches for lane markers and chimes to warn you before you leave your lane.

you can trust to protect.

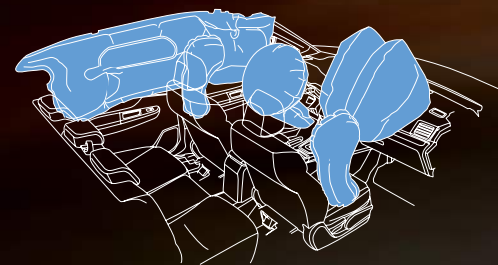
Safety from all sides.

As the only manufacturer with IIHS Top Safety Picks for all models for the last six years (2010–2015), the 2016 Impreza comes from a long line of vehicles proven to protect. You can count on the added awareness of the standard Rear-Vision Camera, the protection of seven standard airbags¹ and the reassurance of the all-new SUBARU STARLINK™ Safety and Security connected services² with instant access to help when you need it most 24/7, 365 days a year.

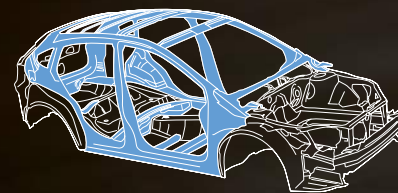


Rear-Vision Camera

Before you can avoid danger, you have to see it coming. The Impreza features a standard Rear-Vision Camera that gives you a clearer view of the area behind your vehicle, so you can be in charge of your surroundings.



Airbags



Ring-shaped Reinforcement Frame

SUBARU STARLINK™ Safety and Security



“Five-star crash safety rating.”³

– National Highway Traffic Safety Administration (NHTSA)

1 Always wear seatbelts. Children should be properly restrained in the rear seat. 2 Activation and required subscription sold separately. Includes one-year trial subscription. See your retailer for details. 3 Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).



Subaru Impreza was named a Best Back-to-School Car of 2015 from Kelley Blue Book’s KBB.com.¹



The best-selling all-wheel drive car in its segment for the past 10 years.²



“Want an affordable and fuel-efficient compact car with all-wheel-drive? Subaru’s Impreza sedan and hatchback are your best options...”
LeftLaneNews.com, 2015 Subaru Impreza Review



“A roomy interior, a commendable ride/handling balance and standard all-wheel drive make the 2015 Subaru Impreza a solid choice for an all-season compact sedan or hatchback.”
Edmunds.com, 2015 Subaru Impreza Review



“It’s hard to find a gasoline-powered AWD car with good fuel economy, but the 2015 Subaru Impreza manages this trick quite nicely.”
KBB.com, 2015 Subaru Impreza Review



The most fuel-efficient AWD compact car in America.³



2016 Impreza | Trim Levels



1 For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 2 Based on IHS Automotive, Polk U.S. Total Registrations for All-Wheel Drive cars in the Non-Luxury Traditional Compact segment for CY2004–2013 and YTD June 2014. 3 Based on EPA estimated highway fuel economy for 2015 model vehicles within the IHS Automotive, Polk Non-Luxury Traditional Compact segment, excludes WRX models. Actual mileage may vary. 4 Compatible smartphone and applications required. For applications to operate, latest version of each application is required. Data provided by smartphone is displayed on the audio system 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. Your wireless carrier’s rates may apply. 5 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 6 Activation and required subscription sold separately. Includes one-year trial subscription. See your retailer for details.

2016 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.



Remote Engine Starter. Allows vehicle to be started by pushing a button from the convenience of home or office (up to 400 feet away depending on obstructions) so that the vehicle interior is more comfortable upon entry. The start/stop button blinks to confirm the engine has started.

A/T only.



Remote Engine Starter—Smart Engine Start. Allows the vehicle to be started at the push of a button from outside the vehicle. Preset the heating or air conditioner controls to help bring the interior temperature to a more comfortable level prior to entry. Smart Engine Start works in conjunction with the Keyless Access with Push-button Start system. Operating distance is up to 30 feet depending on obstructions.

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.



110 Volt Power Outlet. Add power with a 110 Volt, 100-watt 2-prong power outlet.



Roof Spoiler. Adds a sporty finishing touch to the Impreza 5-door models.



Moonroof Air Deflector. Helps to reduce wind noise and sun glare.



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 Deflectors. 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.

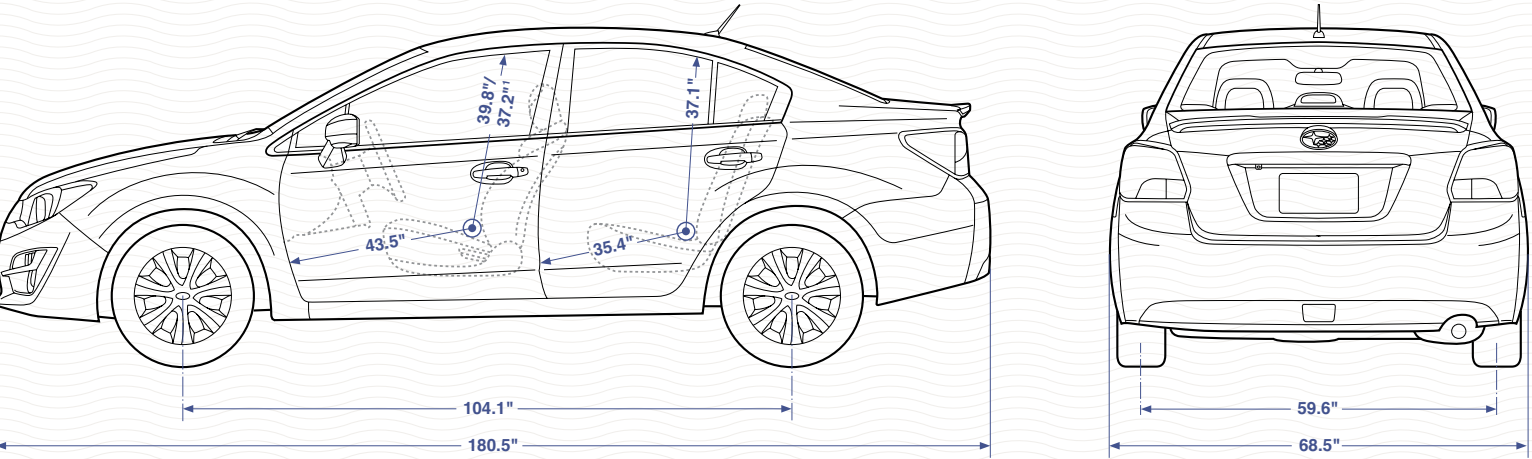
2016 Impreza | Owner Benefits



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 95% of all the vehicles we've sold in the last 10 years are still on the road today.¹⁹ We also share your desire for a cleaner, greener world. Every 2016 Impreza model achieves Partial Zero Emission Vehicle—PZEV¹—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.

2016 Impreza | Dimensions

Impreza 4-Door



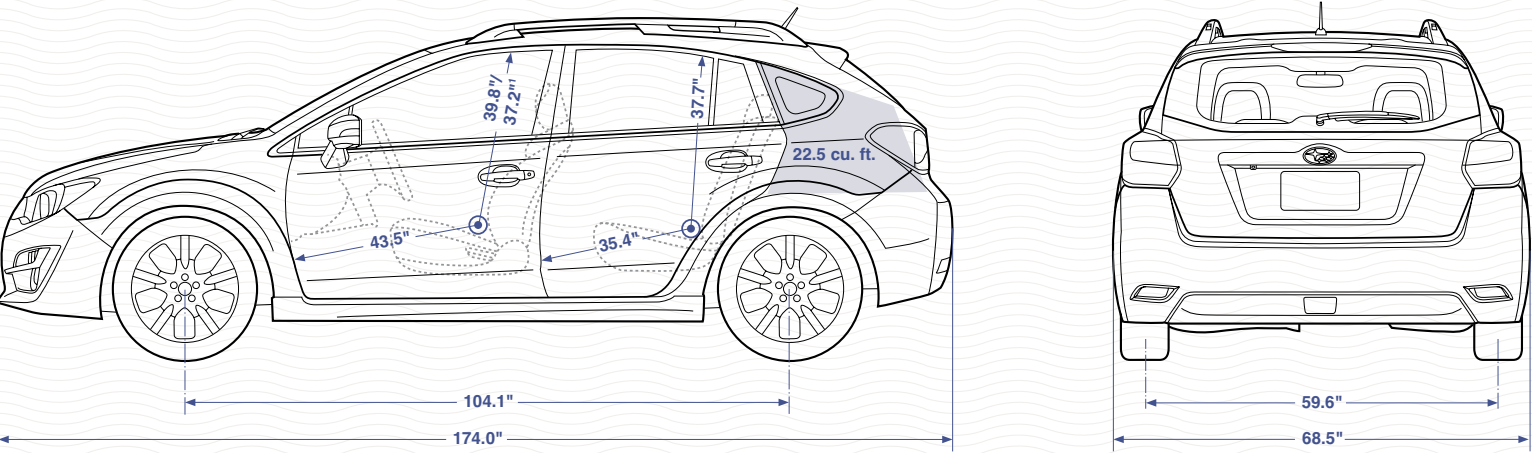
Length/Width/Height

Wheelbase

Track (front/rear)

Base curb weight
(manual/automatic)

Impreza 5-Door



Headroom (front/rear)

Legroom (front/rear)

Shoulder room (front/rear)

Hip room (front/rear)

Passenger volume

Cargo volume

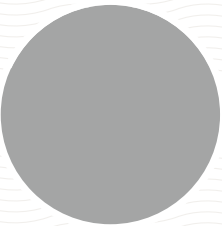
1. With available moonroof. Moonroof availability varies by trim level.
2. Mirrors with integrated turn signals.
3. Including roof rails.

2016 Impreza | Colors

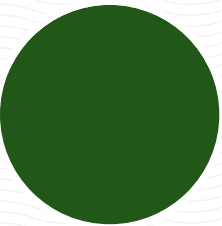
Paint



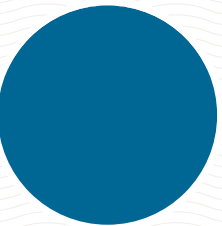
Crystal White Pearl



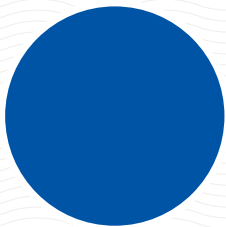
Ice Silver Metallic



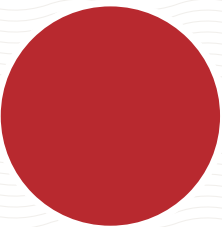
Jasmine Green Metallic



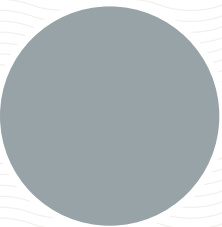
Quartz Blue Pearl



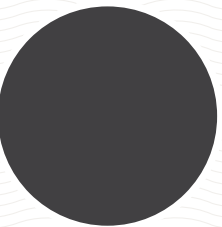
Dark Blue Metallic



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)



App Store:

tour.subaru.com/Imprezaapp

Online:

tour.subaru.com/Impreza2016



These brochures were printed with vegetable-based inks and produced using a "Green Printing Process". 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 these brochures in a green way rather than by traditional methods, we saved 80 trees preserved for the future; 37,395 gallons of wastewater flow; 2,503 lbs solid waste not generated; 6,895 lbs net greenhouse gases prevented; 36,000,000 BTUs energy not consumed. Calculations provided by Environmental Paper Network. FSC® is not responsible for any calculations on saving resources by choosing this paper.

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

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

