



MORNINGS

NIGHTS

PINE & CRANE

Claim it.



Subaru is Kelley Blue Book's 2016 **Best Overall Brand**,
Most Trusted Brand and **Best Resale Value**.¹





Hi-Tech Cabin

Come on in and play. The all-new Impreza now features updated tech like SUBARU STARLINK™ Multimedia with Apple CarPlay,¹ Android Auto[™] and Pandora[®] app integration that safely puts all your favorite apps right at your fingertips on the available 8" touchscreen¹. You can also access news, navigation, food, weather, music, podcasts, audiobooks, and other content easily with STARLINK[™] cloud-based apps like Magellan,^{®2} iHeart[®] Radio, and Aha,^{™1} and available SiriusXM[®] All Access Radio.^{3,4} There's even an all-new voice-activated GPS navigation system powered by TomTom[®] to help you more easily find your way.⁴ STARLINK[™] Multimedia systems can also read and display your incoming texts.⁵

You can hear every note of your favorite tunes as well with the outstanding audio performance of the available 432-watt-equivalent Harman Kardon[®] premium audio system.⁴ There's also Keyless Access with Push-button Start to make getting on your way a breeze.⁴ Plus, the system smartly prevents you from locking your keys in your car.

1 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. 2 Activation and subscription required. See your retailer. 3 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 4 Availability varies by trim level. See your retailer. 5 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.

A wide-angle, low-perspective shot of the interior of a 2017 Subaru Impreza. The view is from the passenger side looking towards the driver's seat. The front seats are upholstered in black leather with a textured pattern and feature red contrast stitching along the edges and seams. The rear seat is also visible, matching the front seats. The dashboard is black with a large, rectangular infotainment screen in the center. The steering wheel is black with a silver Subaru logo in the center. The gear shift is located in the center console. The car's interior is well-lit, and the windows show a view of a city skyline and a bridge over water.

push limits.

Invite possibilities, not excuses, in the more spacious 2017 Impreza. Enjoy up to 99.8¹ cubic feet of passenger space in the sedan and up to 100.9¹ cubic feet in the 5-door. Both models include a larger cargo area, and the 5-door provides a rear gate opening that is up to 4 inches wider for added convenience. Plus, you can adjust the 60/40-split flat-folding rear seatbacks in an instant to accommodate longer items and a rear passenger on the same trip. There are also available features like a power driver's seat and heated front seats as well as a leather-trimmed steering wheel, shift knob and seats to help make the cabin even more comfortable.² To make sure you have just the right temperature, there's also available automatic climate control.²

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 and, at lower speeds, can even help you stop your Subaru.

Adaptive Cruise Control



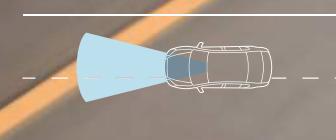
Traffic doesn't always flow smoothly, so EyeSight® doesn't only keep a set speed. The system looks ahead and helps automatically adjust to keep your distance, even in stop-and-go highway traffic.

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 with Lane Keep Assist



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, and it can even help steer you back into your proper course, thanks to the newest feature from EyeSight®—Lane Keep Assist.



Even before you do.

Enhanced Safety

Ready for what may come, the all-new 2017 Impreza offers extra awareness with a standard Rear-Vision Camera, reliable protection with an updated and rigid Ring-shaped Reinforcement Frame, and the reassurance of seven standard airbags.¹ New available safety features include Reverse Automatic Braking^{2,3} as well as LED Steering Responsive Headlights that turn with the steering wheel to help you see around corners more easily.³ Plus, High Beam Assist can automatically dim and activate the high beams as needed, providing maximum visibility at all times.³



Blind-Spot Detection



Rear Cross-Traffic Alert

Reverse Automatic Braking



STARLINK™ Safety and Security



The Subaru Impreza is the **longest-lasting vehicle** in its class.¹



The Subaru Impreza was named **Best Resale Value** in its class for 2016 by Kelley Blue Book.²



Subaru is Kelley Blue Book's 2016 **Best Overall Brand**, **Most Trusted Brand** and **Best Performance Brand**.³



The 2017 Subaru Impreza has the **highest residual value** in its class, according to ALG.⁴



The **best-selling all-wheel drive car** in its class.⁵



2017 Impreza | Trim Levels



1 Based on IHS Markit U.S. total new light-vehicle registrations vs. vehicles in operation in the MY2006–2015 models which have been on the U.S. market for the entire ten-year time period in the Non-Luxury Traditional Compact segment for non-turbo cars. 2 Vehicle's projected resale value is specific to the 2016 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. 3 2016 Kelley Blue Book Brand Image Awards are based on the Brand Watch™ study from Kelley Blue Book Strategic Insights. Award calculated among non-luxury shoppers. For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 4 ALG is the industry benchmark for residual values and depreciation data, www.alg.com. 5 Based on IHS Markit U.S. Total Registrations for All-Wheel Drive cars in the Non-Luxury Traditional Compact segment for CY2005–2014 and YTD June 2015. 6 Available Winter 2017. See your retailer for details. 7 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. 8 Activation and required subscription sold separately. Includes 1-year trial subscription. See your retailer for details. 9 Roof rails not available on 2.0i Sport 5-door models. 10 Activation and subscription required. See your retailer for details. 11 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer.

Impreza | Accessories



Cargo Net. Neatly holds cargo and prevents it from sliding while the vehicle is in motion.



Cargo Tray. Removable tray helps to protect the cargo area from stains, dirt and other messes while providing a surface that helps reduce the shifting of cargo while driving.



Side Sill Plates. Metallic-finished panels dress up the sill plates of the Impreza.



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



Door Edge Guards. Help protect your door edges from dings and chips with custom-fit, body color-matched Door Edge Guards. They help preserve the appearance of your Subaru while seamlessly blending into the door design.



Splash Guards. Helps protect vehicle paint finish from stones and road grime.
Set of four.



Sport Mesh Grille. Create a custom look for the front end of your Impreza by replacing the stock factory grille with the accessory Sport Mesh Grille.



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.



Silver Metallic and Black Gloss Shift Knob. The ultimate shift knob for your Impreza. Silver metallic and black gloss combine with leather accents to make a stylish shift knob that gives your interior just the right edge.
Lineartronic® CVT models only.



Exterior Auto-dimming Mirrors. Enhance your Auto-dimming Mirror experience by adding the Exterior Auto-dimming Mirrors with Approach Light.* When in traffic, the Exterior Auto-dimming Mirrors help add to a safer driving experience by reducing headlight glare on the exterior mirrors. This occurs when excessive light is detected from the rear of the vehicle. The dimming level of the exterior mirrors is regulated by the level of light detected by the Interior Auto-dimming Mirror.
*Requires accessory Interior Auto-dimming Mirror.



Remote Engine Starter. Allows vehicle to be started 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. The start/stop button blinks to confirm the engine has been started.
Lineartronic® CVT models only.



Auto-dimming Mirror with HomeLink.® This upgraded auto-dimming mirror detects glare and darkens automatically to protect your vision while featuring an 8-point digital compass. Three backlit HomeLink® buttons can be programmed to operate most garage doors, security gates, home lighting and more. It can also provide you with the last status of your garage door (open or closed) if programmed to a compatible opener featuring two-way communication.

2017 Impreza | Owner Benefits

Once you're part of our family, we'll be there for you. Every Subaru comes with 24-hour roadside assistance for 3 years or 36,000 miles. If you have trouble on the road, a tow to the nearest Subaru retailer and other services is just a phone call away. And to protect you over the long haul, we offer Added Security®...ask for it by name—extended service agreements and maintenance plans that will help protect your car for up to 7 years or 100,000 miles. They're the only mechanical and maintenance plans backed by Subaru, and because we've been backing them for more than 30 years, they're agreements you can trust. Your retailer has full coverage details.



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 97% of Subaru Impreza vehicles sold in the last 10 years are still on the road today.¹⁵ We also share your desire for a cleaner, greener world. Every 2017 Impreza model achieves 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, N.J.

1 Available Winter 2017. See your retailer for details. 2 2017 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 miles emission warranty. Delaware, Oregon, Pennsylvania and Washington vehicles are not covered under PZEV emissions control warranty. See your warranty maintenance booklet for additional information. 3 2017 EPA fuel economy estimates for models equipped with Lineartronic CVT. Actual mileage may vary. Manual transmission estimates not available at time of printing. 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 subscription required. See your retailer for details. 6 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 7 Available only with other features. See Optional Equipment listing. 8 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. Pre-Collision Braking System is designed to provide automatic braking that either prevents a collision or reduces the severity of frontal impacts. Pre-Collision Throttle Management is designed to reduce acceleration and minimize the severity of certain frontal impacts. Adaptive Cruise Control and Brake Light Recognition are designed to assist the driver and are not substitutes for safe and attentive driving. Lane Departure and Sway Warning and Lane Keep Assist operate only when the lane markings are visible and system effectiveness depends on many factors. See Owner's Manual for complete details on system operation and limitations. Please remember to turn off EyeSight when going through a carwash. 9 Blind-Spot Detection, Lane Change Assist and Rear Cross-Traffic Alert are systems designed to assist the driver by monitoring the rear and side areas of the vehicle during a lane change or reversing and are not a substitute for safe and attentive driving. 10 The Reverse Automatic Braking system is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as vehicle maintenance, weather and road conditions. Always exercise caution and use vehicle mirrors and the Rear-Vision Camera when backing up. See Owner's Manual for complete details on system operation and limitations. 11 Activation and required subscription sold separately. Includes 1-year trial subscription. See retailer for details. 12 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. 13 Requires Lineartronic® CVT. 14 Activation and required subscription sold separately. Includes 3-year trial subscription. See your retailer for details. 15 Based on IHS Markit U.S. total new light-vehicle registrations vs. vehicles in operation in the MY2006–2015 models which have been on the U.S. market for the entire ten-year time period in the Non-Luxury Traditional Compact segment for non-turbo cars.



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Set of four.

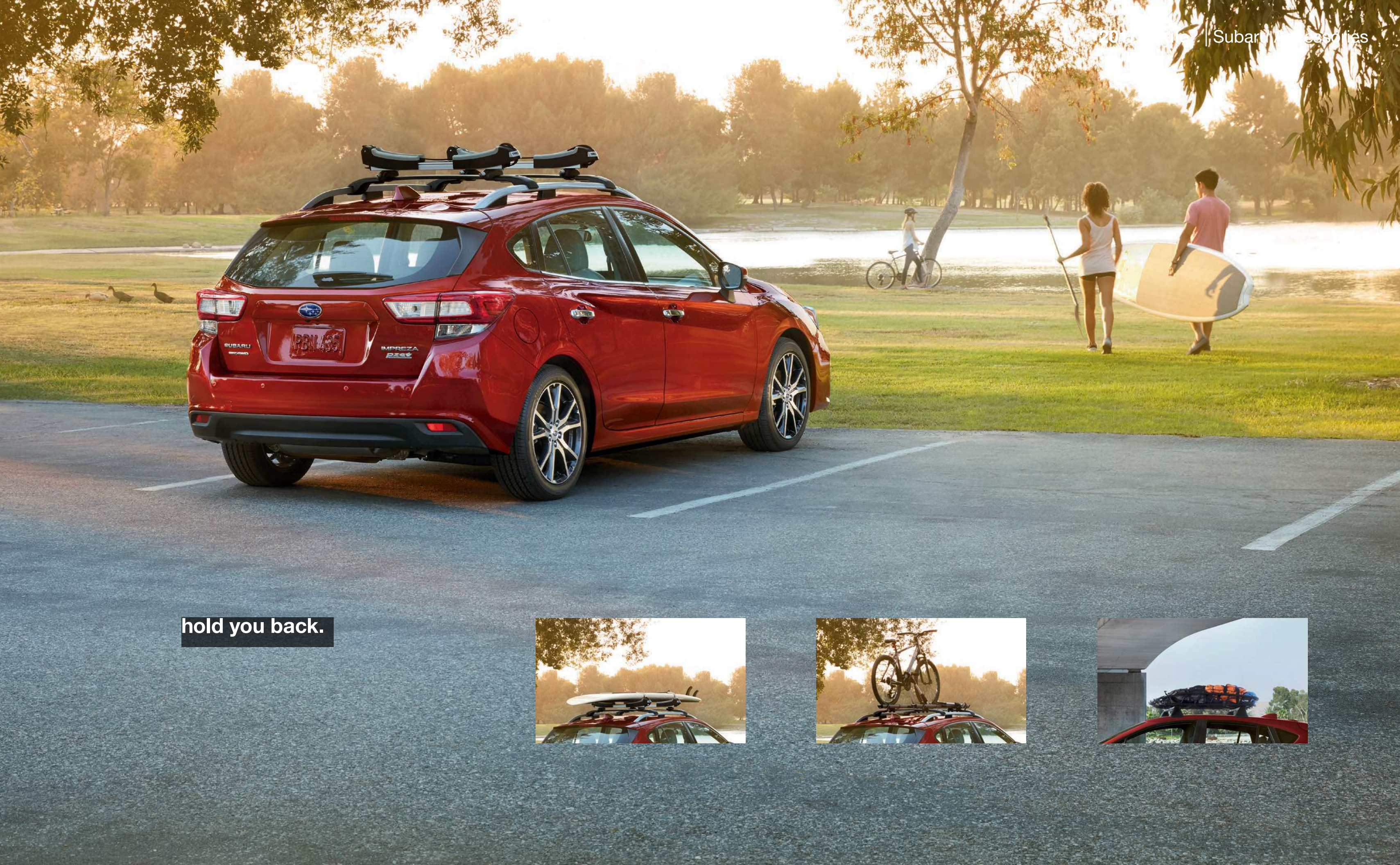


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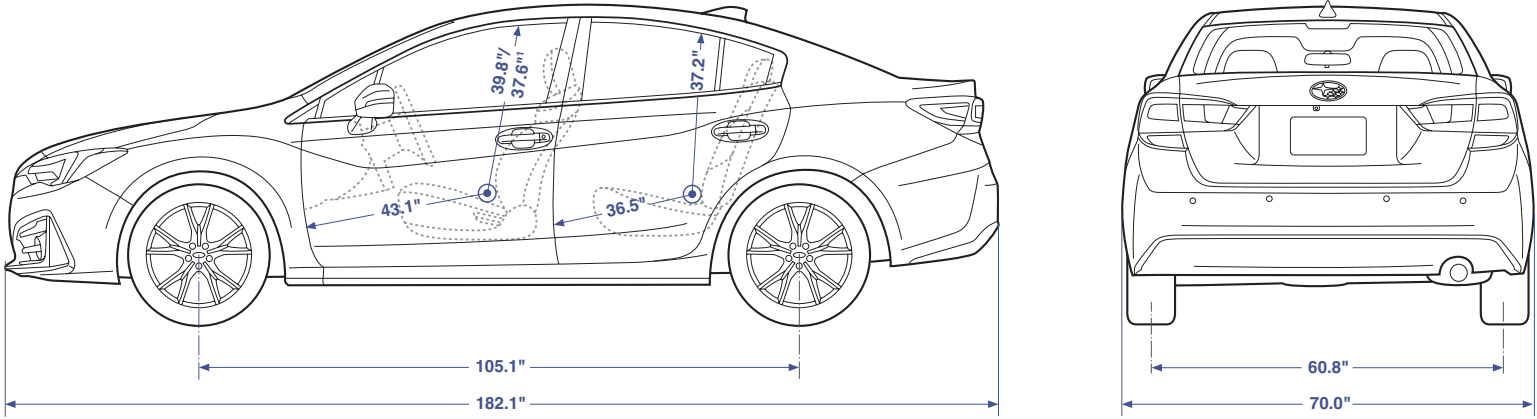


hold you back.



2017 Impreza | Dimensions

Impreza Sedan



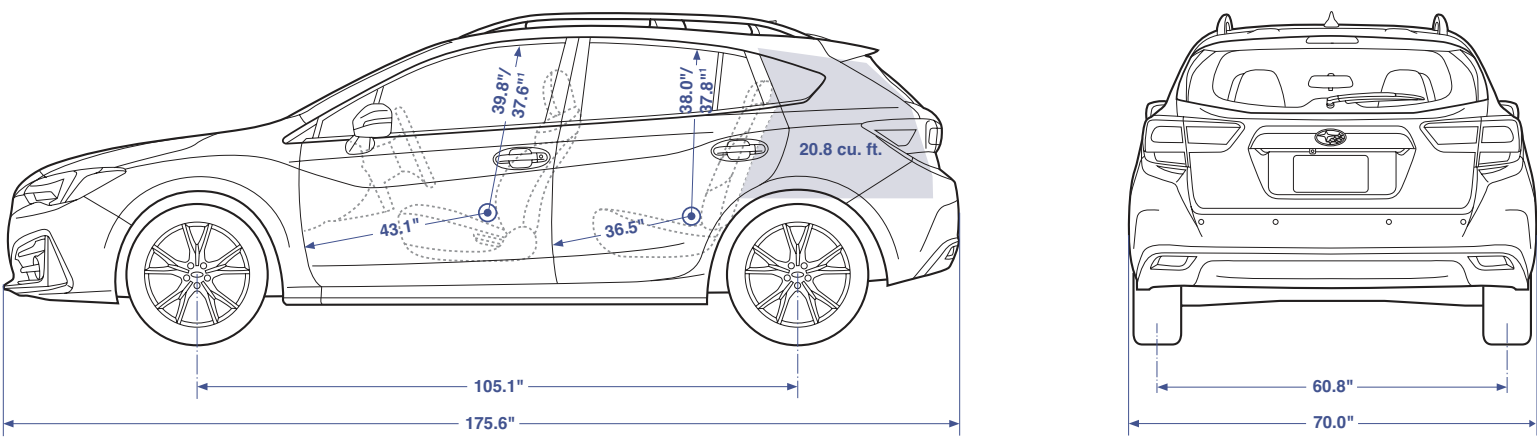
Length/Width/Height

Wheelbase

Track (front/rear)

Base curb weight
(manual/automatic)

Impreza 5-Door



Headroom (front/rear)

Legroom (front/rear)

Shoulder room (front/rear)

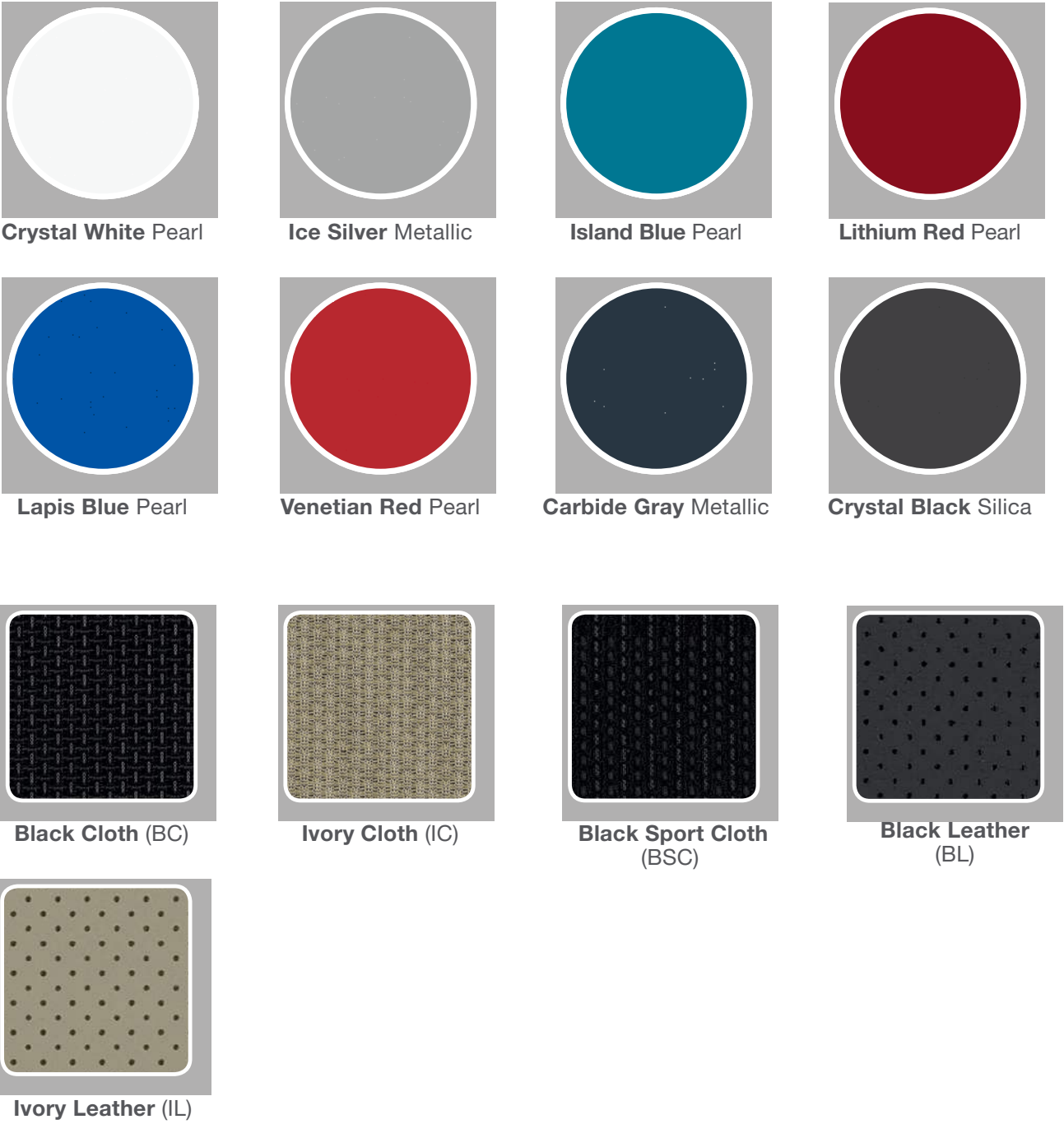
Hip room (front/rear)

Passenger volume

Cargo volume

1 With available moonroof. Moonroof availability varies by trim level.
2 Mirrors with integrated turn signals.
3 2.0i Sport models.
4 Including roof rails.

2017 Impreza | Colors





Online:
tour.subaru.com/Impreza2017



App Store:
tour.subaru.com/Imprezaapp



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 50 trees preserved for the future; 23,461 gallons of wastewater flow saved; 1,571 lbs solid waste not generated; 4,326 lbs net greenhouse gases prevented; 22,000,000 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.

