

IMPREZA

Impreza. More than a car, it's a Subaru.

 **SUBARU**
Confidence in Motion

MORNINGS

NIGHTS

PINE & CRANE

Claim it.



The Subaru Impreza was named 2017 **Best Resale Value** in its class by Kelley Blue Book's KBB.com.¹





Hi-Tech Cabin

Come on in and play. The 2018 Impreza features the latest STARLINK™ Multimedia system with standard Apple CarPlay,¹ Android™ Auto and Pandora® integration.¹ Wireless pairing and hands-free smartphone operation allow for safe and easy access to news, music, podcasts, and more through available STARLINK™ apps like iHeartRadio® and Stitcher,[™] and SiriusXM® All Access Radio^{2,3}. It can also read and display your incoming texts, allowing you to keep your eyes on the road.^{3,4} Plus, a voice-activated navigation system powered by TomTom® is available with a large 8-inch touchscreen.³

You can hear every note of your favorite tunes with the available 8-speaker 432-watt-equivalent Harman Kardon® premium audio system.³ There's also Keyless Access with Push-Button Start³ that not only makes getting on your way a breeze, it even 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 required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 3 Availability varies by trim level. See your retailer. 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.

A wide-angle photograph of the interior of a 2018 Subaru Impreza. The view is from the passenger side looking towards the driver's seat. The front seats are black with a textured pattern and red stitching. The dashboard and center console are also black with red stitching. The steering wheel is black with a silver Subaru logo. The infotainment screen is located in the center of the dashboard. The rear seats are also black with a textured pattern and red stitching. The car is parked in a lot with a city skyline and a bridge visible through the windows.

push limits.

Invite possibilities, not excuses, in the spacious 2018 Impreza. Enjoy up to 99.8² cubic feet of passenger space in the sedan and up to 100.9² cubic feet in the 5-door. Both body styles include large cargo areas, and the 5-door provides a wide rear gate opening 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. Designed for comfort, the Impreza also includes available features like a 6-way power driver's seat and heated front seats. Its leather-trimmed steering wheel, shift knob and seats help make the cabin extra welcoming, and you can count on just the right temperature, thanks to available automatic climate control.³



A 2017 IIHS Top Safety Pick+ with EyeSight®
and Steering Responsive Headlights.

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



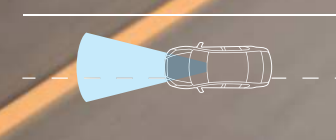
Traffic doesn't always flow smoothly, so EyeSight® doesn't only keep a set speed. The system looks ahead and helps automatically adjust to keep your distance, even in stop-and-go highway traffic.

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 Lane Keep Assist.



Even before you do.

Enhanced Safety

Ready for what may come, the 2018 Impreza offers extra awareness with a standard Rear-Vision Camera, reliable protection with a rigid Ring-shaped Reinforcement Frame, and the reassurance of seven standard airbags¹. 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



SUBARU STARLINK™ Safety and Security



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

IHS Markit



“... an **incredibly compelling choice** in the incredibly competitive compact car segment.”

CNET.com, December 2016

2018 Impreza | Trim Levels



Subaru is Kelley Blue Book’s 2017 **Most Trusted Brand, Best Overall Brand, and Lowest 5-Year Cost to Own.**²



The Subaru Impreza **retains its value better than any other vehicle in its class** for 2017, according to ALG.³



“Where the Impreza really **starts to feel like an Audi** is in the corners.”

CarandDriver.com, December 2016



One of Kelley Blue Book’s **10 Coolest Cars Under \$18,000** for 2017.⁴



1 Based on the average of vehicles in operation vs. new registrations for each model year using IHS Markit data as of October 2016 for MY2007–2016. 2 2017 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. 2017 model-year vehicle's projected cost to own for the initial five-year ownership period is based on the average Kelley Blue Book 5-Year Cost to Own data which considers depreciation and costs such as fuel and insurance. For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 3 ALG is the industry benchmark for residual values and depreciation data (www.alg.com). 4 For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 5 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. 6 Activation and required subscription sold separately. Includes 1-year trial subscription. See your retailer for details. 7 Roof rails not available on 2.0i Sport 5-door models. 8 Activation and subscription required. See your retailer for details. 9 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer.



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



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



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



Auto-Dimming Exterior Mirrors. Enhance your Auto-Dimming Mirror experience by adding the Auto-Dimming Exterior Mirrors with Approach Light.* When in traffic, the Auto-Dimming Exterior 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 Auto-Dimming (Interior) Mirror.

*Requires accessory Auto-Dimming (Interior) Mirror.



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.



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



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 the office (up to 400 feet away depending on obstructions) so that the vehicle's interior temperature is more comfortable upon entry.

Lineartronic® CVT models only.



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



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

Set of four.

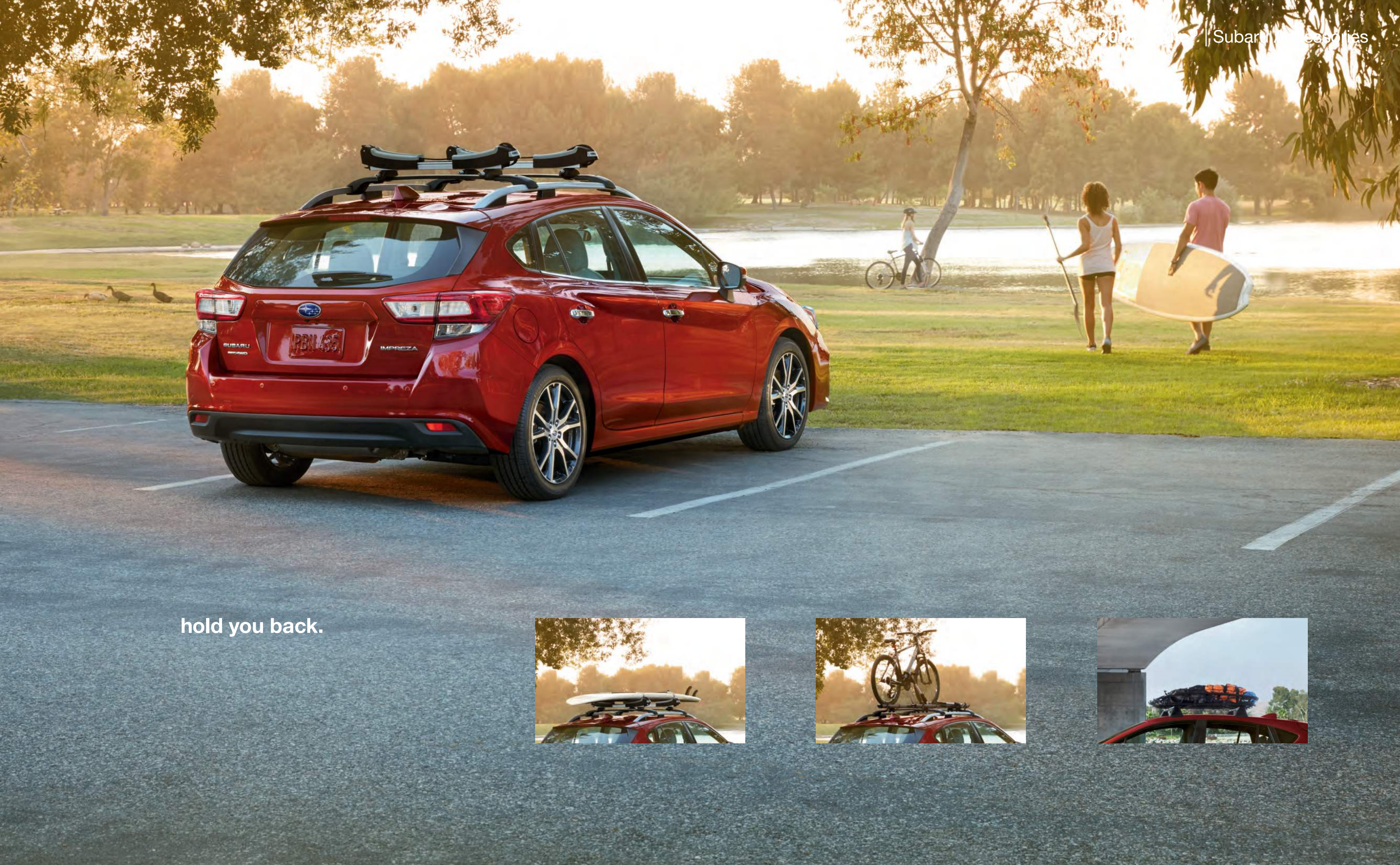


Silver Metallic and Black Gloss Shift Knob. The ultimate shift knob for your Impreza. Silver metallic and black gloss combine with leather accents to make a stylish shift knob that gives your interior just the right edge.

Lineartronic® CVT models only.



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.



2018 Impreza | Owner Benefits

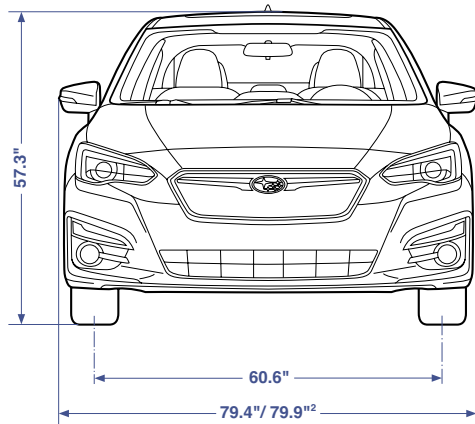
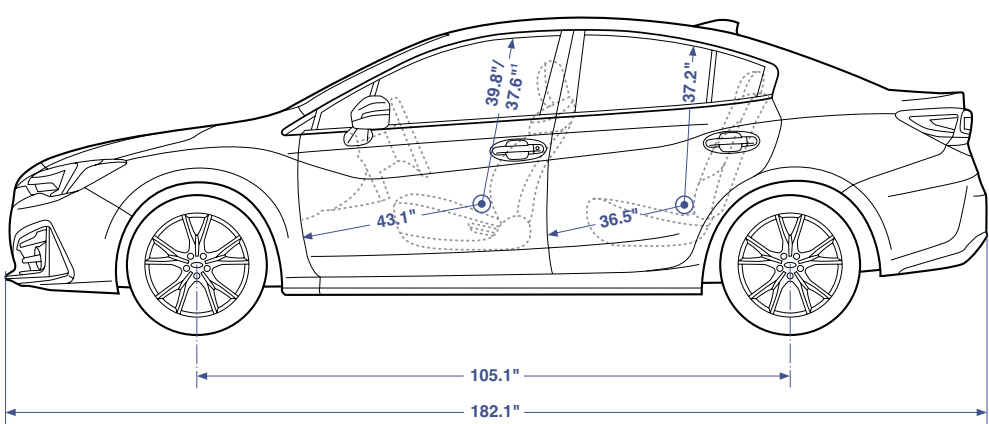
Once you're part of our family, we'll be there for you. Every Subaru comes with 24-hour roadside assistance for 3 years or 36,000 miles. If you have trouble on the road, a tow to the nearest Subaru retailer and other services is just a phone call away. And to protect you over the long haul, we offer 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.



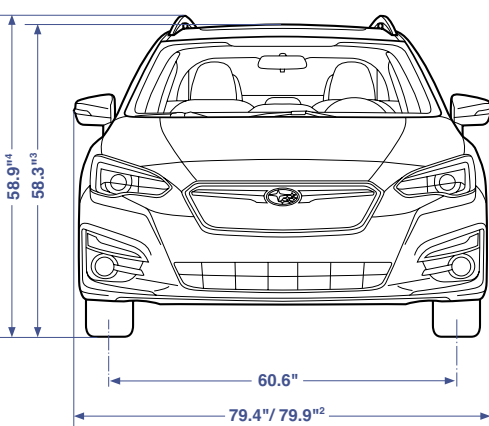
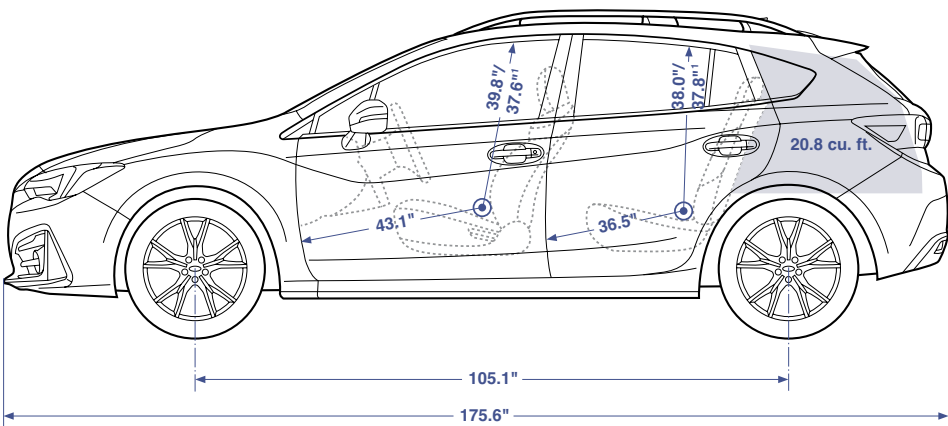
At Subaru, we're committed to building a lasting, rewarding relationship with you and the world we share. We start by building our vehicles to last—it's why Subaru Impreza is the longest-lasting vehicle in its class¹³ We also share your desire for a cleaner, greener world. In 2004, Subaru of Indiana 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.

2018 Impreza | Dimensions

Impreza Sedan



Impreza 5-Door



Length/Width/Height	Sedan: 182.1 inches/70.0 inches (79.4/79.9² including mirrors)/57.3 inches 5-door: 175.6 inches/70.0 inches (79.4/79.9² including mirrors)/57.3 inches (58.3³/58.9³)	Headroom (front/rear)	Sedan: 39.8 inches/37.2 inches (with moonroof: 37.6 inches/37.2 inches) 5-door: 39.8 inches/38.0 inches (with moonroof: 37.6 inches/37.8 inches)
Wheelbase	105.1 inches	Legroom (front/rear)	43.1 inches/36.5 inches
Track (front/rear)	60.6 inches/60.8 inches	Shoulder room (front/rear)	56.7 inches/55.6 inches
Base curb weight (manual/automatic)	Sedan 2.0i: 2,974 lbs/3,034 lbs 2.0i Premium: N/A/3,073 lbs 2.0i Sport: 3,075 lbs/3,131 lbs 2.0i Limited: N/A/3,108 lbs	Hip room (front/rear)	55.1 inches/55.2 inches
		Passenger volume	Sedan: 99.8 cubic feet (with moonroof: 96.8 cubic feet) 5-door: 100.9 cubic feet (with moonroof: 97.5 cubic feet)
		Cargo volume	Sedan: 12.3 cubic feet 5-door: 20.8 cubic feet (55.3 cubic feet with rear seat lowered)

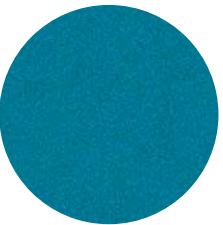
2018 Impreza | Colors



Crystal White Pearl



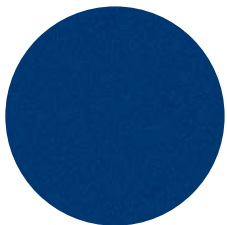
Ice Silver Metallic



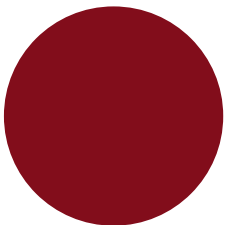
Island Blue Pearl



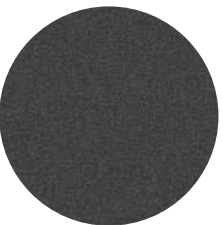
Lithium Red Pearl



Lapis Blue Pearl



Crimson Red Pearl



Magnetite Gray Metallic



Crystal Black Silica



Black Cloth (BC)



Ivory Cloth (IC)



Black Sport Cloth (BSC)



Black Leather (BL)



Ivory Leather (IL)

1 2018 EPA fuel economy estimates. Actual mileage may vary. 2 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. 3 Activation and subscription required. See your retailer for details. 4 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 5 Available only with other features. See Optional Equipment listing. 6 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 a frontal impact. 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. 7 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. 8 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. 9 Activation and required subscription sold separately. Includes 1-year trial subscription. See retailer for details. 10 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. 11 Requires Lineartronic® CVT. 12 Activation and required subscription sold separately. Includes 3-year trial subscription. See your retailer for details. 13 Based on the average of vehicles in operation vs. new registrations for each model year using IHS Markit data as of October 2016 for MY2007–2016.

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.



Online:
tour.subaru.com/Impreza2018



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; 23,183 gallons of wastewater flow saved; 1,552 lbs solid waste not generated; 4,275 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.

This brochure is printed in the U.S.A. on 10% recycled paper. ©2017 Subaru of America, Inc. 18IMP SRB.525 (S-20971, 100K, 8/17, CG)



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

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

