

2020

IMPREZA



The Subaru Impreza. More than a car. It's a Subaru.





See the Impreza in action.



Getting there is important.
Being there is everything.



Build Your Impreza

Every part is the fun part.

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Long-Lasting

The Impreza is built to inspire trust. You can count on the Subaru Global Platform, built with high-strength steel for high crash-energy absorption. You also have the reliable SUBARU BOXER® engine with standard Subaru Symmetrical All-Wheel Drive. Because 97% of Subaru Impreza cars sold in the last 10 years are still on the road today,² you can be confident that your Impreza is ready for every twist and turn ahead.



Safety-Focused

To help keep you and your passengers protected, the Impreza features advanced safety systems, including standard EyeSight® Driver Assist Technology,^{3,4} Blind-Spot Detection and Rear Cross-Traffic Alert.^{5,6} You can add LED Steering Responsive Headlights with High Beam Assist to help you maximize visibility.⁵ For even more peace of mind, SUBARU STARLINK® Safety and Security offers a host of systems to connect you to help when you need it most.^{5,7}



Fuel-Efficient

Responsive power and exceptional fuel economy deliver extra fun without added cost. The Impreza achieves up to 36 highway MPG⁸ with standard Subaru Symmetrical All-Wheel Drive, thanks to its direct-injection SUBARU BOXER® engine. Plus, it can go more than 450 miles on a full tank, making it that much easier to roam as you please.⁹



Well-Connected

Take your favorite content almost anywhere you go. The Impreza features SUBARU STARLINK® Multimedia with standard Apple CarPlay® and Android Auto™ integration. For added convenience, built-in Wi-Fi capability^{5,10} is available, plus Remote Engine Start with Climate Control^{5,11} and STARLINK® Concierge Services.^{5,7}



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

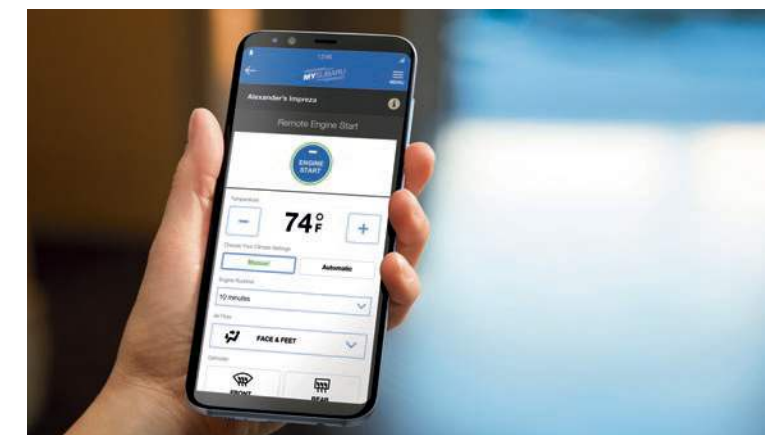


Impreza Limited Sedan in Ocean Blue Pearl with optional equipment.



Hi-Tech Cabin

Come on in and play. The Impreza makes it easy to bring along your music and apps, thanks to SUBARU STARLINK® Multimedia with standard Apple CarPlay® and Android Auto™ integration. For even greater possibilities, there's built-in Wi-Fi capability^{1,2} and an available voice-activated navigation system powered by TomTom,® featuring an easy-to-use 8.0-inch touchscreen¹ along with SiriusXM® All Access Radio,³ Traffic^{®4} and Travel Link.^{®4} There are also conveniences designed to make life easier even before you get in—from Keyless Access with Push-Button Start¹ to Remote Engine Start with Climate Control, which lets you set the perfect temperature from your smartphone.^{1,5} STARLINK® Concierge Services can help with tasks like navigation, restaurant reservations and service appointments.⁶ With the available 8-speaker 432-watt-equivalent Harman Kardon® premium audio system, you can hear how your music was intended to sound.¹





Room to **push limits.**

EyeSight® reduces rear-end
crashes with injuries by

85%¹



An extra set of eyes **every time you drive.**



Pre-Collision Braking

A driver ahead unexpectedly hits the brakes or cuts you off. EyeSight^{®2} warns you, applies the brakes and, at lower speeds, can even help you stop your Impreza.



Adaptive Cruise Control

Traffic doesn't always flow smoothly. EyeSight[®] can keep a set speed, look ahead and help your Impreza automatically adjust to keep your distance, even in stop-and-go traffic.



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.



Pre-Collision Throttle Management

This system reduces power to your engine to help you avoid accidentally accelerating into the car in front of you while merging, or if you unintentionally put your Impreza in Drive instead of Reverse.

Subaru Ascent shown.

¹ Based on data from 2013–2015MY Subaru models equipped with EyeSight[®] through 2014. From an Insurance Institute of Highway Safety report published January 2016. ² 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.

Thinking ahead.
Even before you do.

Enhanced Safety

Ready for whatever may come, the Impreza enhances peace of mind with innovative systems like SUBARU STARLINK® Safety and Security,^{1,2} which includes Advanced Automatic Collision Notification. You'll have extra awareness with the standard Rear-Vision Camera, strong protection with the rigid Ring-shaped Reinforcement Frame, and reassurance with seven standard airbags.³ You can also opt for LED Steering Responsive Headlights with High Beam Assist² to help give you maximum visibility.



Blind-Spot Detection

Using radar sensors, Blind-Spot Detection^{2,5} warns you with a visual indicator on your side mirror if it senses a vehicle in your blind spot. Another feature of this system, Lane Change Assist, alerts you with a flashing indicator on your side mirror if it senses a vehicle approaching at a higher speed in a neighboring lane and you signal for a lane change.



Rear Cross-Traffic Alert

Rear Cross-Traffic Alert^{2,5} uses radar sensors to help warn you of traffic approaching from the side as you are backing up, utilizing a flashing visual indicator on your side mirror and Rear-Vision Camera display as well as an audible warning.



Reverse Automatic Braking

Reverse Automatic Braking^{2,4} can detect objects directly behind your vehicle when backing up at a low speed and can help bring the Impreza to a stop if it detects an object within its range and the brakes have yet to be applied. There's also the Rear-Vision Camera to help you keep an eye out.



SUBARU STARLINK® Safety and Security

The Impreza features STARLINK® Safety and Security,^{1,2} which can alert a first responder in an emergency, help police locate your vehicle if it's stolen and more. To get you started, new Impreza drivers enjoy a free three-year STARLINK® Safety Plus subscription, which includes Advanced Automatic Collision Notification, Enhanced Roadside Assistance, SOS Emergency Assistance and more.

1 Activation with subscription required. Includes a 3-year trial subscription to Safety Plus services and a 6-month trial subscription to Safety and Security Plus services. The Concierge plan can be purchased annually or monthly. A credit card on file will be required for specific packages and for renewal purposes. See your retailer for details. 2 Availability varies by model. See your retailer for details. 3 Always wear seatbelts. Children should be properly restrained in the rear seat. 4 Requires EyeSight.® 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. 5 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.

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

IHS Markit



Largest passenger volume in its class.²

IHS Markit

2020 Impreza | Models



Impreza Sedan and 5-Door

- 152-hp 2.0-liter 4-cylinder SUBARU BOXER® engine with direct injection
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® CVT (Continuously Variable Transmission)
- 16-inch steel wheels with covers
- Cloth upholstery
- Black simulated carbon fiber finish interior accent trim
- 6-way manually adjustable driver seat and 4-way manually adjustable front-passenger seat
- Driver and front-passenger auto-up/down power windows
- Automatic power door locks
- SUBARU STARLINK® 6.5-inch Multimedia with Apple CarPlay® and Android Auto™ integration, high-resolution LCD touchscreen display, 4 speakers, AM/FM stereo, USB input port/iPod® control, Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack
- Manually adjustable CFC-free air conditioning with air filtration
- Electronic cruise control
- Rear-Vision Camera

Impreza Premium Sedan and 5-Door

Includes Impreza key features and adds:

- EyeSight® Driver Assist Technology⁶
- Lineartronic® CVT (Continuously Variable Transmission) with 7-speed manual-mode and paddle shifters
- 16-inch alloy wheels
- Halogen fog lights
- Roof rails in silver finish (5-door)
- Body-color side mirrors
- All-Weather Package: Heated exterior mirrors, dual-mode heated front seats, windshield wiper de-icer
- STARLINK® Safety and Security enabled⁷: includes features and services such as Advanced Automatic Collision Notification and Concierge Services
- Auto-on/off headlights
- Welcome lighting
- Cargo-area cover (5-door)
- SUBARU STARLINK® 6.5-inch Multimedia Plus with Apple CarPlay® and Android Auto™ integration, STARLINK® applications, SiriusXM® All Access Radio® and Travel Link,[®] high-resolution LCD touchscreen display, 6 speakers, AM/FM/CD player, HD Radio,[®] dual USB input ports/iPod® control, Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack
- High-grade instrument cluster with color LCD display



Impreza Sport Sedan and 5-Door⁹

Includes Impreza Premium key features and adds:

- SI-DRIVE performance management system¹⁰
- 5-speed manual transmission with short throw shifter (5-door)¹¹ or optional Lineartronic® CVT (Continuously Variable Transmission)
- Active Torque Vectoring
- Sport-tuned suspension
- 18-inch alloy wheels
- Body-color door mirrors with integrated turn signals
- Trunk spoiler (sedan)
- Body-color side rocker spoilers
- LED Daytime Running Lights
- Active grille shutter
- Sport cloth interior with red stitching
- Leather-wrapped steering wheel and shifter handle with red stitching
- Gray simulated carbon fiber finish interior accent trim
- SUBARU STARLINK® 8.0-inch Multimedia Plus with Apple CarPlay® and Android Auto™ integration, STARLINK® applications, SiriusXM® All Access Radio® and Travel Link,[®] high-resolution LCD touchscreen display, 6 speakers, AM/FM/CD player, HD Radio,[®] dual USB input ports/iPod® control, Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack
- Dual USB charge ports (center console)
- Keyless Access with Push-Button Start and PIN-code vehicle access
- Sport instrument cluster with color LCD display
- 6.3-inch color multifunction display



Impreza Limited Sedan and 5-Door

Includes Impreza Premium key features and adds:

- SI-DRIVE performance management system
- Blind-Spot Detection and Rear Cross-Traffic Alert¹²
- Reverse Automatic Braking¹³
- 17-inch alloy wheels
- LED Steering Responsive Headlights
- LED fog lights
- Body-color side mirrors with integrated turn signals
- Active grille shutter
- 6-way power-adjustable driver seat
- Leather-trimmed upholstery
- Leather-wrapped steering wheel and shifter handle with silver stitching
- Shifter handle with leather boot and gloss black trim
- Silver metallic simulated carbon fiber finish interior accent trim
- Automatic climate control system with air filtration
- Keyless Access with Push-Button Start and PIN-code vehicle access
- SUBARU STARLINK® 8.0-inch Multimedia Plus with Apple CarPlay® and Android Auto™ integration, STARLINK® applications, SiriusXM® All Access Radio® and Travel Link,[®] high-resolution LCD touchscreen display, 6 speakers, AM/FM/CD player, HD Radio,[®] dual USB input ports/iPod® control, Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack
- Dual USB charge ports (center console)
- 6.3-inch color multifunction display



Subaru is Kelley Blue Book's **Most Trusted Brand** for five years running.³



The Popular Brand with the **Lowest Ownership Costs.**⁴



The 2019 Subaru Impreza is an Edmunds **Best Retained Value® Award** winner.



Subaru has the **highest automotive brand loyalty** among mainstream brands for 2019, according to J.D. Power.⁵



¹ Based on the average of vehicles in operation vs. new registrations for each model year using IHS Markit data as of December 2018 in the Non-Luxury Traditional Compact segment for MY2009–2018. ² Based on passenger volume information from OEM websites and Edmunds for 2019 models within the IHS Markit Non-Luxury Traditional Compact segment. ³ 2015–2019 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 Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ⁴ 2019 IntelliChoice Best Overall Value of the Year, 5-year cost of ownership study. www.motortrend.com/intellichoice. ⁵ Subaru received the highest score among mass market brands in the J.D. Power 2019 U.S. Automotive Brand Loyalty Study of customers' satisfaction with Automotive Brands. Visit jdpower.com/awards. ⁶ Requires Lineartronic® CVT. 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 operations and limitations. ⁷ Activation with subscription required. Includes a 3-year trial subscription to Safety Plus services and a 6-month trial subscription to Safety and Security Plus services. The Concierge plan can be purchased annually or monthly. A credit card on file will be required for specific packages and for renewal purposes. See your retailer for details. ⁸ Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. ⁹ Roof rails not available on Impreza Sport 5-Door models. ¹⁰ Requires Lineartronic® CVT. ¹¹ Not available on Sport sedan models. See your retailer for details. ¹² 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. ¹³ 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.

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Let nothing hold you back.

When your passion is even bigger than your cargo area, Genuine Subaru active lifestyle accessory attachments manufactured by Thule® are a smart way to securely transport larger gear like bikes, skis, snowboards, kayaks, paddleboards and more. Each carrier safely attaches to your roof rack, and the available Thule® Portable Step can help you easily access everything.



2020 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 are 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 10 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 cars sold in the last 10 years are still on the road today.¹⁴ 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 Camden, N.J.

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Love means being more than a car company. The **Subaru Love Promise** is our vision to show love and respect to all people at every interaction with Subaru. Together with our retailers, we are dedicated to making the world a better place.

1 Requires Lineartronic® CVT. 2 Standard on Sport sedan models. See your retailer for details. 3 2020 EPA fuel economy estimates. Actual mileage may vary. 4 Available only with other features. See Optional Equipment listing. 5 The glass information listed represents calculated reference values, and may not represent actual values determined by testing. 6 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer for details. 7 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. 8 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. 9 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. 10 Activation with subscription required. Includes a 3-year trial subscription to Safety Plus services and a 6-month trial subscription to Safety and Security Plus services. The Concierge plan can be purchased annually or monthly. A credit card on file will be required for specific packages and for renewal purposes. See your retailer for details. 11 Requires Keyless Access with Push-Button Start and Lineartronic® CVT. Climate Control on Limited models only. See your 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 Activation and required subscription sold separately. Includes 3-year trial subscription. See your retailer for details. 14 Based on IHS Markit U.S. vehicles in operation vs. total new registrations for MY2009–2018 ending in December 2018.



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.



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



Auto-Dimming Exterior Mirrors. Enhance nighttime driving safety by adding the Auto-Dimming Exterior Mirrors with Approach Light.* Upon approaching the vehicle or unlocking your doors with the keyless entry system, LED lights located behind the Subaru logo in each exterior mirror will illuminate the ground next to and towards the rear of the vehicle. During nighttime driving, the Auto-Dimming Exterior Mirrors will reduce headlight glare by dimming in unison with the Auto-Dimming (Interior) Mirror, creating a safer driving experience. Dimming level is regulated by the level of light detected from the Auto-Dimming (Interior) Mirror.

*Requires Auto-Dimming (Interior) Mirror.



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



All-Weather Floor Liners. Custom-fitted, high-wall-design floor liners help protect the vehicle carpet from accidental spills, sand, snow, mud, dirt and moisture.

Not intended for use on top of Carpeted Floor Mats.



Rear Seatback Protector. Provides additional protection to the rear seatbacks when lowering the seats to transport larger cargo. Use in conjunction with the Cargo Tray for optimal protection.

5-door models only.



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



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.



Auto-Dimming Mirror with Compass and 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.



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

Set of four.



LED Upgrade – Map and Dome Lights. This upgrade offers brighter, whiter and crisper interior lighting of the map and dome lights than the standard equipment lighting.

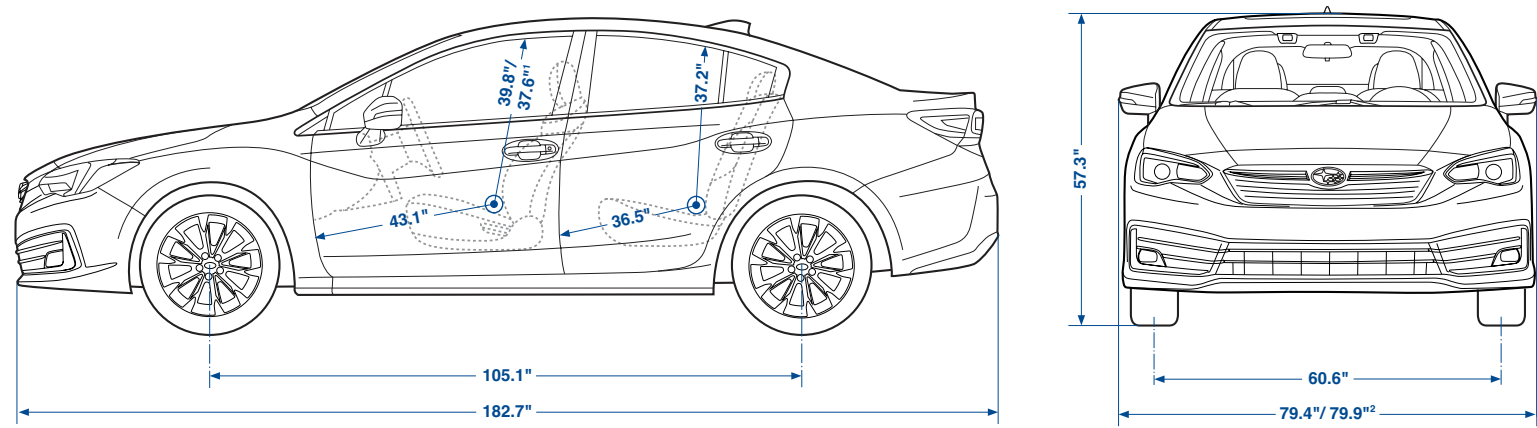


Seat Cover – Rear. Keep your second row tidy with the custom-fitted rear seat cover. Machine-washable, water-resistant and latch-accessible, this seat cover is great for kids, pets and life on the go. Made with a polyester front and polyurethane-coated back.

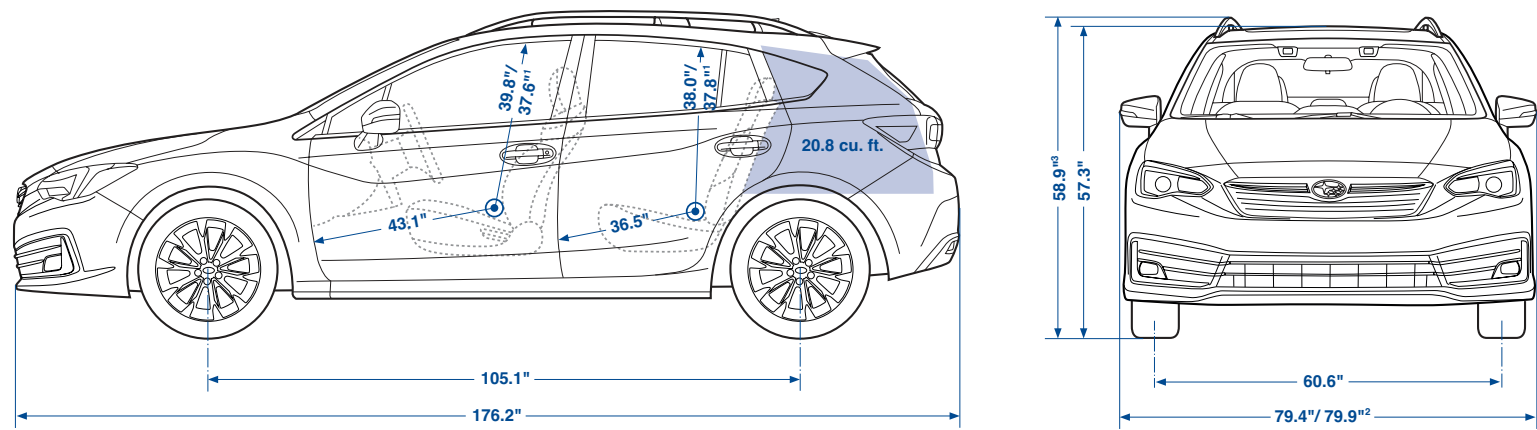
1 Not for use with Harman Kardon® Audio System with amplifier.

2020 Impreza | Dimensions

Impreza Sedan

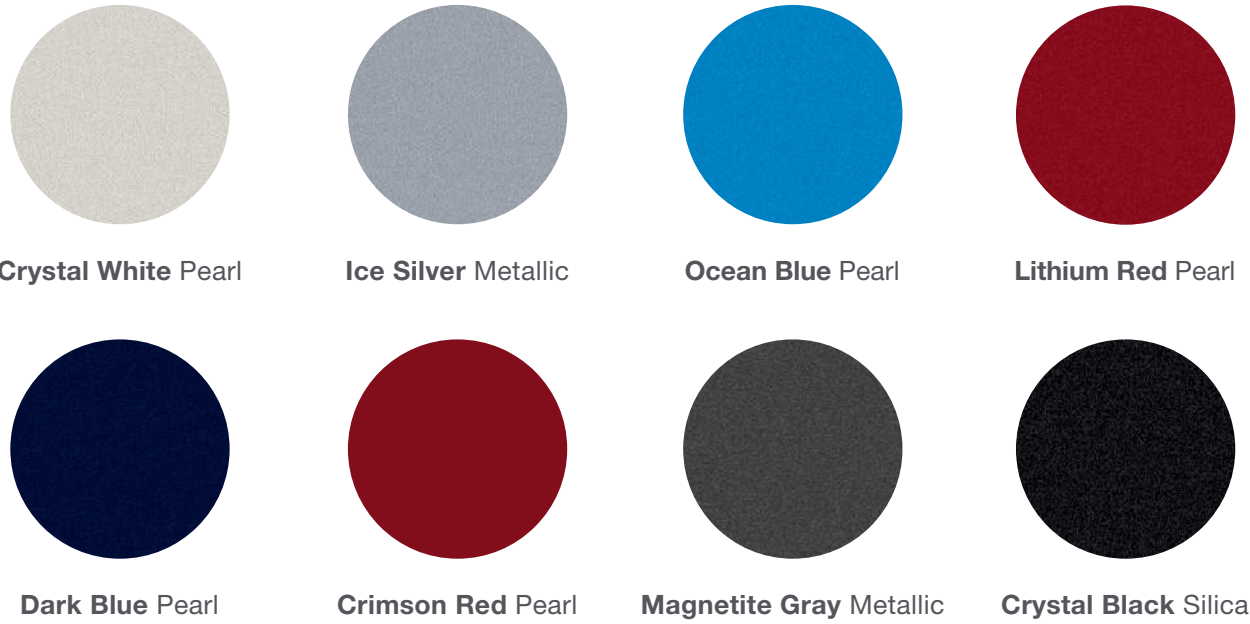


Impreza 5-Door



Length/Width/Height	Sedan: 182.7 inches/70.0 inches (79.4/79.9 ² including mirrors)/57.3 inches 5-door: 176.2 inches/70.0 inches (79.4/79.9 ² including mirrors)/57.3 inches (58.9 ³)	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 Impreza: 2,976 lbs./3,047 lbs. Impreza Premium: N/A/3,084 lbs. Impreza Sport: N/A/3,142 lbs. Impreza Limited: N/A/3,131 lbs. 5-door Impreza: 2,989 lbs./3,058 lbs. Impreza Premium: N/A/3,104 lbs. Impreza Sport: 3,084 lbs./3,146 lbs. Impreza Limited: N/A/3,150 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)

2020 Impreza | Colors



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



See the Impreza in action.



 Build Your Impreza

Love. It's what makes Subaru, Subaru.

