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FOR IMMEDIATE RELEASE

SUBARU INTRODUCES ALL-NEW, U.S.-BUILT 2017 IMPREZA®; NEW GLOBAL PLATFORM DELIVERS MAJOR GAINS IN HANDLING PERFORMANCE, CRASH SAFETY AND RIDE COMFORT

- Sedan and 5-Door Styles
- New Subaru Global Platform Significantly Enhances Safety, Ride Comfort and Agility
- Award-Winning EyeSight®, Plus New Driver Assist Technologies
- SUBARU STARLINK™ Safety and Security Features and Apps
- New Subaru Design Language Debuts
- 2.0-liter Boxer Engine with Direct Injection and Higher Performance
- First Impreza to be Built in U.S.
- New Sport Version with 18-inch Wheels, Sport Suspension and Active Torque Vectoring

NEW YORK, March 23, 2016 - Subaru of America, Inc., which has experienced eight consecutive years of sales growth, introduced the all-new 2017 Impreza 5-Door at the New York International Auto Show, joining the Impreza Sedan that had been unveiled at an event the night before. The all-new 2017 Impreza debuts the Subaru Global Platform architecture that's designed to deliver significantly higher levels of driving pleasure, agility, crash protection and ride comfort and will underpin a variety of upcoming Subaru vehicles, including hybrids. As before, every Impreza is equipped as standard with Symmetrical All-Wheel Drive, a boon to driving agility and traction and a key advantage over front-wheel drive competitors.

The roomier 2017 Impreza models also debut the brand's new design language and new driver-assist technology. Also new, multimedia features including standard Apple CarPlay™ and Android Auto™ and standard Near Field Communication connectivity debut on Impreza. The new Impreza will be available in base, Premium, Sport and Limited trim lines when it arrives in Subaru dealerships in late 2016.

Dramatic New Look on a New Structure That's Future-Ready

Subaru's new design language puts the brand's signature hexagonal grille and hawk-eye headlights onto a more sculptural body, its athletic stance accentuated by prominent wheel arches and flowing lines. The dramatic new look carries into the cabin, with an outward-flow design that follows the front of the car. The 2017 Impreza rides on a 105.1-in. wheelbase, up 1.0-in. over the last generation Impreza. Both the Sedan and 5-Door are 1.6-in. longer than the outgoing models, and both are 1.5 in. wider. The larger dimensions create a roomier cabin, while a 0.4-in. lower height helps improve aerodynamics with a lower coefficient of drag. Although sleeker in appearance than the previous models, the 2017 Impreza Sedan and 5-Door preserve excellent all-around visibility.

The new Subaru Global Platform, together with the Boxer engine, Symmetrical All-Wheel Drive (AWD) and EyeSight® that represent Subaru's core technologies, constitutes the basic foundation of the next generation of Subaru vehicles. Impreza's new platform incorporates new frameworks with optimized cross sections and highly stiffened joints between structures to significantly enhance straight-line stability, agility and ride comfort while suppressing noise, vibration and harshness to a degree not seen in the compact class. Specifically, the new platform increases rigidity of the unitized body structure by over 70 percent.

A lower center of gravity and revised suspension systems contribute to the biggest-ever leap in Subaru's performance evolution. The double-wishbone independent rear suspension mounts its rear stabilizer bar directly to the body, which helps reduce body roll by 50 percent compared to the outgoing model. Greater hazard-avoidance capability is another benefit of the Subaru Global Platform's inherent handling agility. In addition, the resolute straight-line stability that makes the 2017 Impreza more relaxing to drive is also an important constituent of the autonomous driving capability this platform can support in future Subaru vehicles.

New Impreza Sport with Active Torque Vectoring

Taking full advantage of the new stiffer platform and more powerful engine, the Impreza 2.0i Sport, now available in the Sedan as well as 5-Door, delivers a more fun-to-drive performance feel thanks to exclusive suspension tuning, 18-inch machine-finish alloy wheels and Active Torque Vectoring. Subaru aimed for a new ride/handling balance benchmark in the compact segment. The Sport also includes a new 4-way Tire Pressure Monitoring System, which is available on other models.

Exclusive exterior styling and features setting the Impreza Sport apart include standard LED daytime running lights (DRL), black-finish front grille, body-color rocker panels and turn signal side mirrors. The Impreza Sport 5-Door features gloss black rear gate trim, while the Sport Sedan has a rear trunk spoiler. Inside the Sport, unique black cloth upholstery is trimmed with red stitching, a motif that repeats for the steering wheel, gear shift, instrument panel and door trim. The instrument panel incorporates exclusive Sport gauges and a Multi-Function Display.

The Sport comes well equipped, with upgrades over the Impreza Premium that include the Subaru STARLINK™ 8.0-inch touchscreen multimedia system, and a new harman/kardon® premium audio system is available. Keyless Access & Push-Button Start, aluminum pedals, leather-wrapped steering wheel and shift handle and a CVT shift boot round out the Sport's enhanced standard equipment.

New Direct Injection for Higher Performance and Efficiency

A revised version of the FB 2.0-liter 4-cylinder Boxer engine gains direct fuel injection and other enhancements to boost both performance (now 152 horsepower vs. 148 before) and drivability. In highline trims, the Lineartronic® CVT (continuously variable transmission) features a 7-speed manual mode function with steering wheel paddle shifters that allow the driver to control the transmission via seven pre-set ratios.

Another Leap in Vehicle Safety

Subaru designed the 2017 Impreza to provide even higher levels of safety than the outgoing model, which was named an IIHS *TOP SAFETY PICK* and a *TOP SAFETY PICK+* when equipped with available EyeSight® Driver Assist Technology. The new platform underpinning the 2017 Impreza improves crash energy absorption by 40 percent over present models.

The EyeSight® system includes Adaptive Cruise Control, Automatic Pre-Collision Braking and Lane Departure and Sway Warning, plus a Lane Keep Assist function. Blind Spot Detection and Rear Cross Traffic Alert are also available. Also new are available Steering Responsive Headlights, which can illuminate curves as the vehicle steers into them, and High Beam Assist, which automatically activates and deactivates the high beam headlamps based on driving conditions. All 2017 Impreza models include as standard equipment front seat side impact airbags, side curtain airbags and a driver's knee airbag.

The 2017 Impreza adds new driver-assist technologies, including Reverse Automatic Braking and the display of steering lines for the standard rear vision camera. Reverse Automatic Braking can apply the

vehicle's brakes if an obstacle is detected while reversing. A new 4-way Tire Pressure Monitoring System can detect pressure drops at individual wheels.

Four Trim Lines

The 2017 Subaru Impreza will be offered in four trim lines: 2.0i base, Premium, Sport and Limited. The 2.0i starts with an extensive roster of standard features that includes a 6.5-inch multimedia touchscreen, Android Auto™ and Apple CarPlay™, power windows with auto up/down on both driver and passenger sides; 60/40-split fold-down rear seat; power door locks and side mirrors; multi-function display with fuel economy information; tilt and telescoping steering column; security system with engine immobilizer, carpeted floor mats and more.

The Premium trim adds Subaru STARLINK™ Safety and Security features, 16-inch alloy wheels, the All-Weather Package featuring heated front seats, windshield and exterior mirrors and automatic headlights. Premium 5-door Imprezas also feature standard roof rails (not available on base 5-door Impreza 2.0i Sport). Stepping up to the Premium trim also brings wider option availability, including a power moonroof and driver assist technology systems. (The Impreza Sport is described earlier in this press release.)

Subaru has elevated the Limited trim for the 2017 Impreza into more luxurious territory. The exterior looks more upscale with LED headlights and distinctive “Konoji” LED daytime running lights (DRL) and standard 17-inch machine finished alloy wheels. The Subaru Impreza also has Steering Responsive Headlights, which can illuminate curves as the vehicle steers into them. Judicious use of exterior chrome trim and turn signal side mirrors add a touch of elegance.

The Limited's leather trimmed interior features double stitching on the door armrests and instrument panel, and the 6-way power driver's seat is the first ever in an Impreza. Standard amenities include an automatic climate control system, leather wrapped steering wheel and shifter, Keyless Access & Push-Button Start and 8-inch color display. The exclusive instrument panel features white gauge cluster illumination, and new harman/kardon® premium audio is available in the Impreza for the first time. Models equipped with EyeSight technology also include High Beam Assist, which automatically activates and deactivates the high beam headlamps based on driving conditions. Lastly, the available navigation system now features maps provided by TomTom.

Subaru STARLINK™ Means Multimedia and Connectivity

Subaru STARLINK™ Multimedia systems offer the latest in digital music playing, Bluetooth® wireless capability, iPod® control, smartphone integration and more. The display screen also provides the display for the standard rear vision camera, and the top-level system includes navigation.

The available Subaru STARLINK™ Safety and Security Connected Services give the 2017 Impreza one of the industry's most affordable telematics options. Depending on the package selected, features can include SOS Emergency Assistance, Enhanced Roadside Assistance, Automatic Collision Notification, Maintenance Notifications, Monthly Vehicle Health Report and Diagnostic Alerts, Stolen Vehicle Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Vehicle Locator.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 retailers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit media.subaru.com.

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