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FOR IMMEDIATE RELEASE

SUBARU INTRODUCES ALL-NEW 2018 CROSSTREK COMPACT SUV WITH ALL-NEW DESIGN, PERFORMANCE, SAFETY, CAPABILITY AND COMFORT

- All-new design language for exterior and interior
- Second model to use new Subaru Global Platform
- 2.0-liter SUBARU BOXER® engine with direct injection
- New six-speed manual transmission standard
- Active Torque Vectoring for improved handling
- Available X-Mode for off-road use
- New Driver Assist Technology
- New Multimedia system adds Android® Auto and Apple CarPlay™

Cherry Hill, NJ – Subaru of America, Inc. introduced the all-new 2018 Subaru Crosstrek, the second-generation design of its compact SUV, now built on the new Subaru Global Platform for enhanced performance, safety, capability and comfort. The fun-to-drive Crosstrek combines a bold new design with a new highly capable chassis for versatility in all types of driving, including off-road.

The more spacious 2018 Crosstrek is the second Subaru vehicle built with the brand's new "Dynamic x Solid" design language. Active Torque Vectoring, first introduced on the WRX® and WRX STI® performance models, is now standard on all Crosstrek models for 2018. The system helps reduce understeer and keeps the vehicle on the driver's intended cornering path. The 2018 Crosstrek is available in 2.0i base, Premium, and Limited trim levels. New multimedia features include standard Apple CarPlay and Android Auto connectivity and Near Field Communication to simplify Bluetooth® pairing.

The Crosstrek provides excellent all-around visibility and class-leading interior volume in an agile compact SUV package. It is also one of the most fuel-efficient all-wheel drive compact SUVs in America, delivering 29-mpg EPA-estimated combined fuel economy.

Sporty Yet Rugged Styling

The Crosstrek's new exterior design incorporates the brand's signature hexagonal grille and C-shaped headlights onto a more sculptural body, with a rugged stance that's accentuated by prominent wheel arches and flowing lines. Black side cladding, wheel arch cladding, lower rocker panels and roof rails provide a sharp contrast to the body color. The dramatic new look carries into the cabin, with an outward-flow design that follows the front of the car. Rear dark-tint privacy glass is standard.

The 2018 Crosstrek rides on a 104.9-in. wheelbase, up 1.2-in. over the first-generation Crosstrek. Just 0.6-in. longer than the previous model and 0.9- in. wider, the Crosstrek retains a nimble size while offering an even roomier cabin. Standard Symmetrical All-Wheel Drive (AWD), 17-in. alloy wheels and high ground clearance (8.7-in.) give the 2018 Crosstrek excellent all-weather and off-road capability.

Even with its generous ground clearance, Crosstrek offers a comfortably low step-in height. High-strength suspension components enhance agility, and hydraulic engine mounts (with CVT) help to damp out vibration. The double-wishbone rear suspension features pillow ball bushings for an optimal blend of ride comfort, straight-line stability, handling agility and vehicle response.

All trim levels with the Lineartronic® CVT (continuously variable transmission) now come standard with driver-selectable X-Mode with Hill-Descent Control (HDC) to provide better wheel control on slippery surfaces and steep inclines. All models feature Incline Start Assist, which can briefly hold the vehicle while the driver pulls away from a stop on a hill.

Added Room, Greater Versatility

The 2018 Crosstrek's longer wheelbase yields gains in cabin roominess, including 36.5-in. rear seat legroom, a 1.1-in. gain over the previous model. With the 60/40 split rear seatbacks in use, this versatile five-door SUV provides 20.8 cu. ft. of trunk room. Folding both seatbacks creates a flat load floor and 55.3 cu. ft. of cargo space, a gain of 3.4 cu. ft. over the first-generation Crosstrek.

The Premium and Limited trims equip the Crosstrek cargo area with a retractable and removable shade-type cover, along with a removable waterproof cargo tray. Subaru retailers offer a number of accessories for the standard roof rails for carrying items such as bicycles and kayaks.

Ready for the Next Generation SUV

The new Subaru Global Platform, together with the SUBARU BOXER engine, Symmetrical All-Wheel Drive (AWD), and EyeSight® Driver Assist Technology represent the brand's core technologies and constitute the foundation of the next generation of Subaru vehicles.

Crosstrek's new platform integrates new framework 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 before in the small SUV 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 significantly improves body stiffness and stability compared to the previous 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 2018 Crosstrek more comfortable to drive is also an important constituent of the autonomous driving capability this platform can support in future Subaru vehicles.

New Direct Injection for Higher Performance and Efficiency

A revised version of the FB 2.0-liter 4-cylinder SUBARU BOXER engine gains direct fuel injection and other enhancements to boost both performance (now 152-hp vs. 148 before) and drivability. The 2.0i base and Premium trims come standard with a new six-speed manual transmission and are available with the Lineartronic CVT. Standard for the Limited, and optional for the Premium, the CVT features a new 7-speed manual mode function with steering

wheel paddle shift control switches that allow the driver to control the transmission via seven pre-set ratios.

Advancement in Vehicle Safety

The 2018 Crosstrek, when equipped with optional EyeSight Driver Assist Technology, received the 2017 *TOP SAFETY PICK* award and when equipped with both EyeSight and LED Steering Responsive Headlights, received the 2017 *TOP SAFETY PICK+* award from the Insurance Institute for Highway Safety. The new platform underpinning the 2018 Crosstrek improves crash energy absorption by 40 percent over the previous model.

The optional EyeSight system includes Adaptive Cruise Control, Automatic Pre-Collision Braking and Lane Departure and Sway Warning. Blind Spot Detection with Lane Change Assist and Rear Cross Traffic Alert are also available. New for the 2018 is available Steering Responsive Headlights (SRH) which aim the beams in the direction of the vehicle on curved roads to help improve nighttime visibility and High Beam Assist which automatically activates and deactivates the high beams when the system detects a vehicle ahead or oncoming vehicle.

The 2018 Crosstrek offers additional 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. An available new 4-way Tire Pressure Monitoring System can detect pressure drops in individual wheels.

The Crosstrek's new platform integrates the latest version of the Subaru ring-shaped reinforcement frame design, proven over nearly two decades to provide excellent occupant collision protection. The roof is strong enough to bear at least four times the vehicle's own weight. Front-end structural details help to bolster safety for pedestrians.

Inside, the Crosstrek fills out its safety roster with a driver's knee airbag, standard front side pelvis/torso airbags and side curtain airbags that offer front and rear outboard seat coverage. In emergency braking, Brake Assist immediately applies pressure up to the ABS limit to help increase braking effectiveness. The Brake Override System ensures that the engine power will be cut when the brake pedal and accelerator are pressed simultaneously.

Three Trim Levels

The 2018 Subaru Crosstrek is offered in three trim levels: 2.0i base, Premium and Limited. The 2.0i base model starts with an extensive roster of standard features that includes a 6.5-in.

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; 17-in. machine finish alloy wheels; standard integrated roof rails; carpeted floor mats; and privacy glass. The 2.0i base and Premium come standard with a 6-speed manual transmission or available CVT equipped with X-Mode with HDC.

The Premium trim adds leather wrapped steering wheel and shifter, shark fin antenna, SUBARU STARLINK Safety and Security features, automatic headlights and the All-Weather Package featuring heated front seats, heated exterior mirrors and windshield wiper de-icer. Stepping up to the Premium trim also brings wider option availability, including a power moonroof and driver assist technology systems. The Premium's interior is available in either black or new high-contrast gray cloth interior with orange double stitching.

The top of the line Limited trim looks more upscale with LED headlights, distinctive "Konoji" LED daytime running lights (DRL) and standard 18-in. machine finished alloy wheels. The Limited Crosstrek also has Steering Responsive Headlights, which can illuminate curves as the vehicle steers into them. The Limited also comes standard with the CVT equipped with X-Mode with HDC.

The Crosstrek Limited interior features black or new high-contrast gray leather with orange stitching on seats, door armrests and instrument panel. Standard amenities include an automatic climate control system, Keyless Access & Push-Button Start and 8-inch color display. A 6-way power driver's seat, the first ever in a Crosstrek, is standard equipment for the Limited. The exclusive instrument panel features white gauge cluster illumination, and new Harman Kardon® premium audio is available in the Crosstrek for the first time. Limited models equipped with EyeSight also include High Beam Assist. The available navigation system now features maps by TomTom®.

SUBARU STARLINK In-Vehicle Technology

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

SUBARU STARLINK Connected Services comes with the Safety Plus package that offers SOS Emergency Assistance, Enhanced Roadside Assistance, Automatic Collision Notification, Maintenance Notifications, Monthly Vehicle Health Report, and Diagnostic Alerts. This

package can be upgraded to the Safety Plus & Security Plus package that adds Stolen Vehicle Recovery Service, Vehicle Security Alarm Notification, Remote Lock/Unlock, Remote Horn and Lights and Remote Vehicle Locator.

Subaru Symmetrical All-Wheel Drive is Standard

As with the first-generation Crosstrek, the all-new 2018 model comes equipped as standard with Subaru Symmetrical All-Wheel Drive. Most competitors to the Crosstrek offer front-wheel drive as standard and charge extra for an all-wheel drive system.

The Crosstrek offers two versions of Subaru Symmetrical All-Wheel Drive. With the 6-speed manual transmission, the AWD system uses a viscous-coupling locking center differential to distribute torque 50:50 front to rear. Slippage at either set of wheels will send more torque to the opposite set. Models equipped with the Lineartronic CVT feature Active AWD. An electronically managed continuously variable transfer clutch actively manages torque distribution based on acceleration, deceleration and available traction. Active AWD automatically powers all four wheels and can transfer more torque to the wheels with the best grip should slippage occur.

Vehicle Dynamics Control (VDC) combines stability and traction control functions and integrates a rollover sensor. A VDC “Off” switch is useful for driving out of slushy roads, deep snow or gravel. The “Off” position deactivates the system’s torque-reduction control, while the ABS and traction control remain active. The traction control works to augment Symmetrical All-Wheel Drive functionality as a second line of defense against wheel slip.

Subaru of America, Inc. offers a full line of all-wheel drive sedans, crossovers and SUVs, along with the rear-wheel drive BRZ sports car.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) 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 620 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. SOA is guided by the [Subaru Love Promise](#), which is the company’s vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family

cares about, and its employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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