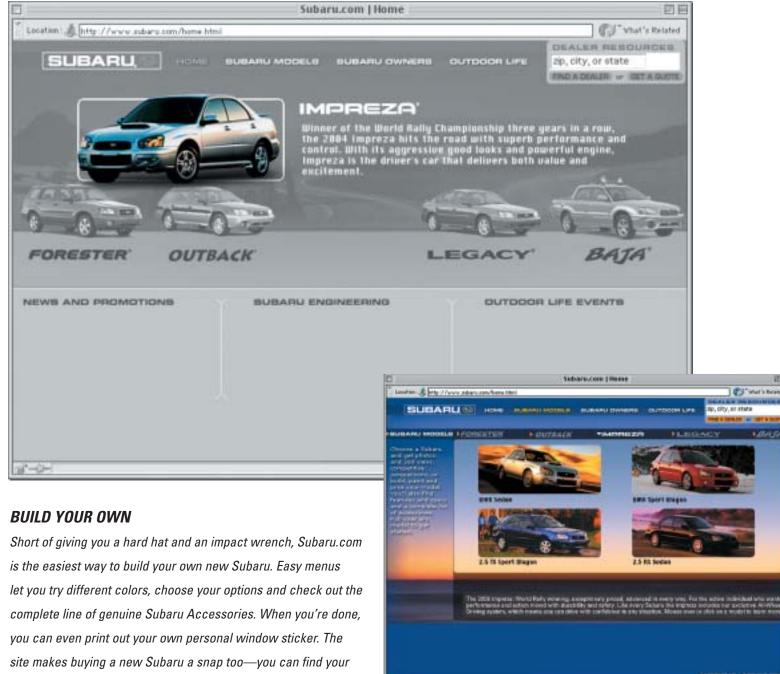
SUBARU.COM

With the outstanding control of Subaru All-Wheel Drive, you'll be ready for just about any adventure that comes your way, but there's one great destination you can visit from the comfort of your own home—Subaru.com. If you're thinking about buying a new Subaru, the site makes it simple; start with the Subaru Model showroom page and see our full line of vehicles and find which one is perfect for you. You can get up close and personal with your favorite model, getting

specific information and take a 360 degree tour. You can also see how Subaru stacks up against the competition and read industry reviews of our vehicles. And once you become an owner, My.Subaru.com will give you instant access to your vehicle's service and warranty history, safety notices and an online Owner's manual. My.Subaru.com even sends you an e-mail to remind you of your next routine service and allows you to schedule an appointment with your favorite dealer.



nearest dealers, view their inventory, get a quote or arrange for a test drive—all at the click of a mouse.







WE GET THE VICTORIES, YOU GET THE SPOILS

A lesson learned from the grueling world of long-distance rally racing—comfort and control go hand in hand. That's why you'll find a black MOMO brand leather-wrapped steering wheel. New supportive front performance-design seats with integrated head restraints and large side bolsters to help hold you in place. A redesigned instrument panel with large, easy-to-read analog gauges and the tachometer prominently displayed in the center for your viewing pleasure. A 5-speed manual transmission. Drilled aluminum-alloy pedal covers that please the eye as well as the foot. And to help you win in your daily commute, we've added items you won't find in our race cars, including an AM/FM stereo with logic control cassette, 6-disc in-dash CD changer and six speakers. For 2004, you can outfit the sedan with the available Premium Package consisting of a power moonroof, a rear spoiler, heated exterior mirrors, dual-mode heated front seats and a windshield wiper de-icer.



The WRX Sport Wagon features a 60/40 split fold-down rear seatback for maximum flexibility carrying passengers and cargo, and height-adjustable and removable rear seat headrests in all three seating positions.



Style and substance. The black MOMO brand leatherwrapped steering wheel feels great to the hand; the oversized analog gauges with central tachometer are easily read.



For a sporty look, consider the accessory carbon-fiber patterned trim kit for dash vents, radio bezel and door switches.

17.71K27.2



Long on flexibility, the WRX sedan models feature a rear seat fold-down center armrest with a trunk pass-through for oversized items.

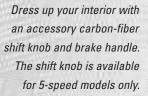




MISSION CONTROL

Whether engaged in an early-morning assault on your favorite twisty road, or slogging through the daily commute, the Impreza interior is designed to keep you comfortable and in control. You'll find a 4-spoke steering wheel framing easy-to-read, oversized instrumentation. The stylish metallic-toned central panel houses rotary HVAC controls that are easily manipulated—even when wearing gloves. Once activated, you set the standard cruise control without having to remove your hands from the wheel. And wherever you go, you'll find yourself in supreme comfort, with standard air conditioning, power windows, mirrors and locks, remote keyless entry system and an AM/FM stereo with single-disc CD player and four speakers. You also get peace of mind, with height-adjustable active head restraints that help reduce the likelihood of whiplash. The 2.5 RS adds to your driving enjoyment with a standard leather-wrapped steering wheel and supportive sport-design reclining front bucket seats.

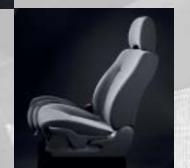






For a convenient way to carry a variety of items, consider the accessory cargo tray and cargo bin. Shown with folding dividers in up position.





The Impreza 2.5 TS has a standard height-adjustable driver's seat and tilt steering column to help you find your perfect driving position.



Impreza 2.5 RS features a leather-wrapped steering wheel, shifter and parking brake handle.



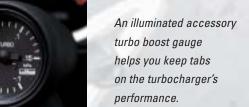
RACING IS IN OUR BLOOD—AND IN EVERY CAR WE SELL

It's quite impressive when you think about it. Subaru has won the World Rally Championship a phenomenal three times in a row—a sporting equivalent to winning the World Series or Super Bowl three consecutive times. But we didn't stop there. In 2001, the Subaru World Rally Team also won the 2001 World Rally Driver's Championship over the world's toughest terrain, from Sweden to Greece, Kenya to Japan and beyond. Subaru Rally Team USA's record is no less impressive, winning the 2001 SCCA Pro Rally Championship in both Manufacturer and Overall classes in its first year. In 2002, the team added to our trophy case by taking on all comers to win the legendary Pikes Peak International Hill Climb—our first time out. And while it's true, we do love racing—and winning—the real reason we compete is because it allows us to test the technology that we put into our street vehicles under the most trying conditions imaginable. So you can rest assured that the vehicle you drive will be durable, reliable, fun to drive and offer the confidence and control that only the Subaru All-Wheel Driving System can provide.

Machined titanium 5-speed shift knob with STi logo is an available accessory.

The available short-throw shifter significantly reduces shift-throw lengths for crisper shifts and sportier driving







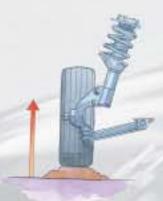






Ring-Shaped Reinforcement Frames in the front, center and rear work with reinforced side sills to disperse the energy of an impact around the passenger compartment.

The Subaru Impreza was named the top-rated small car in the Insurance Institute for Highway Safety's 40-mph frontal offset crash tests into a deformable barrier, and also earned the Institutes's coveted "Best Pick" designation.***



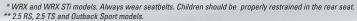
New multiple phase valve in the struts improve ride comfort and increase handling performance (except WRX STI).

DRY ROAD

Subaru All-Wheel Drive smoothly adjusts power to provide the best traction in any weather. For ultimate control, the system drives all four wheels all the time. Subaru All-Wheel Drive constantly monitors conditions and sends power from the wheels that slip to the wheels that grip. Many other AWD systems drive only two wheels until they detect a loss of traction and then respond or must be engaged by the driver.

PHILOSOPHY 101

The Subaru philosophy of Active Driving, Active Safety is easy to understand. A car in control is a safe car, one that inspires confidence in any situation. And it's just as true in a rally car tearing across a gravel road at 120 mph as it is cautiously driving your family home on a snowy night. That's why you'll find Full-Time All-Wheel Drive on every Subaru we sell—it simply is the best way to give exceptional vehicle control for outstanding response and safety. To help the AWD system perform optimally, every Impreza features a fully independent suspension to help keep the wheels and tires in close contact with the road, enginespeed-sensing rack-and-pinion power assist steering for precise response, and an advanced 4-channel/4-sensor Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD) for enhanced braking. Should an accident occur, you have an advanced Passive Safety system including front seat head/chest side-impact air bags (SRS),* whiplash-reducing active front seat head restraints** and Ring-Shaped Reinforcement Frames in the front, center, and rear of the Impreza.



For more information, contact the Insurance Institute for Highway Safety or visit their website at www.highwaysafety.org



WELCOME ADDITIONS

Whether you want to enhance the appearance, performance or versatility of your new Impreza, Genuine Subaru Accessories help you take a great a car and make it even better. And you can buy with confidence, because Subaru not only designs every accessory to have the same quality, durability, fit and finish of our cars, but they're also covered by the Basic Vehicle 3-year/36,000-mile Limited Warranty[†] when installed at the time of vehicle purchase. Ask your Subaru dealer about the complete line of Genuine Subaru Accessories or go online at subaru.com.

† For complete warranty details, see your Subaru dealer.



Add a 6-disc in-dash CD changer to Impreza 2.5 TS, 2.5 RS or Outback Sport models (standard on WRX models).

Sub-woofer amplifier adds 120 watts of power and delivers powerful bass sound you not only hear, but feel.





Cargo net. For 2.5 TS, Outback Sport and WRX wagons only.*

* Not for use with child seats requiring tether straps.



Cross bar set-round. For wider loads. Will accommodate genuine Subaru roof cargo basket and ski, bike and sold separately.



Auto-dimming mirror/compass. Includes electronic compass. Mirror darkens when headlights are detected from rear of vehicle (excludes 2.5 TS and 2.5 RS models).

kayak attachments. Stabilizing brackets

Trailer hitch.** Heavy-duty rated at 200 lbs. tongue weight, 2,000 lbs. towing capacity. For 2.5 TS, Outback Sport and WRX wagon.

**Ball not included. Trailer brakes may be needed.





Security System Upgrade Kit. Designed to work with the standard remote keyless entry system on Impreza.



2004 IMPREZA SPECIFICATIONS

ENGINE	2.5 RS Sedan 2.5 TS Sport Wagon Outback Sport Wagon	WRX Sedan WRX Sport Wagon	WRX STi Sedan
Туре	Horizontally opposed 4-cylinder with die-cast aluminum-alloy block and aluminum-alloy cylinder heads	Horizontally opposed 4-cylinder intercooled turbo with die-cast aluminum-alloy block and aluminum-alloy cylinder heads	Horizontally opposed 4-cylinder intercooled high-boost turbo with die-cast aluminum-alloy block and aluminum- alloy cylinder heads Intercooler has driver- controlled manual water spray cooler with low-fluid indicator
Displacement	2.5 liters (150 cubic in.)	2.0 liters (122 cubic in.)	2.5 liters (150 cubic in.)
Horsepower	165 @ 5600 rpm	227 @ 6000 rpm	300 @ 6000 rpm
Torque (lbft.)	166 @ 4000 rpm	217 @ 4000 rpm	300 @ 4000 rpm
Valvetrain	16-valve with Single Overhead Camshaft design (SOHC)	16-valve with Dual Overhead Camshaft design (DOHC)	16-valve with Dual Overhead Camshaft design (DOHC) with Active Valve Control System (AVCS) variable valve timing
Fuel System	Sequential multi-port fuel	I injection	
Ignition System	Low-maintenance distributorless electronic	Direct ignition system; platinum-tipped spark plugs	Direct ignition system; iridium spark plugs
Exhaust System	Standard Type	Turbo Type	STi Performance Turbo Type
Engine Management	•	CM) manages fuel injection If-diagnosis, limp-home ar	
Fuel Tank Capacity	15.9 gallons	15.9 gallons	15.9 gallons
2004 EPA Mileage Estimates (mpg, city/highway)	21/28 (manual trans.) 22/28 (automatic trans.)	20/27 (manual trans.) 19/26 (automatic trans.)	Not available at time of publication

Unitized with hydroformed front sub-frame and front and rear

Fully independent with coil springs and struts Sport-tuned, reinforced,

Power-assisted with dual diagonal hydraulic Brembo performance, circuits, 4-channel/4-sensor Anti-lock Braking power-assisted

with coil springs and

Front: aluminum-allov

lower L-arms with liquid-

filled rear bushings and

Rear: inverted struts with parallel links and stabilizer bar

inverted struts

stabilizer bar

with dual diagonal

hydraulic circuits.

4-sensor Anti-lock

Super-Sport 4-channel/

Braking System (ABS)

and Flectronic Brake-

Quick-ratio rack-and-

pinion with enginespeed-sensing variable power assist

100.0/173.8

38.6/36.7

42.9/33.0

3263

87.6

2000

27.9 (rear seat up) 11.0 (trunk)

force Distribution (EBD)

Front: 12.7-inch ventilated discs with 4-piston fixed position calipers Rear: 12.3-inch ventilated discs with twin-piston fixed position calipers

70% of body sheet metal is two-sided galvanized

Front: lower L-arms with liquid-filled rear

Rear: parallel links and stabilizer bar

Outback Sport models have heavy-duty

System (ABS) and Electronic Brake-force

Front: 10.7-inch ventilated discs with

twin-piston calipers (2.5 TS, 2.5 RS

11.4-inch ventilated discs with twin-

Rack-and-pinion with engine-speed-

15x6-inch steel with full-wheel covers (2.5 TS)

195/60R15 87H all-season radials (2.5 TS)

225/45R17 90W summer radials (STi)

99.4/173.8

68.5/56.7

38.6/36.7 1,2

36.3/36.6³ 42.9/33.0

2965 ¹

30852

3126³

3020 ¹

31402

3181³

87.6

2000

16x6.5-inch aluminum-alloy (2.5 RS, Outback Sport and WRX) 17x7.5-inch BBS aluminum-alloy (STi) Gold or Gun Metal Gray

205/55R16 89V all-season radials (2.5 RS, Outback Sport and WRX)

99.4/173.8

58.5/58.1 ¹ - 58.5/58.3 ² 57.7/57.3 ^{4, 5} - 57.5/57.3 ⁶ 58.7/58.5

39.7/37.3

42.9/33.7

3045 ⁴

31655

3050 ⁶

3100 ⁴

3220⁵

3105 ⁶

90.4

2000

61.6 (rear seat down–SAE)

66.7/58.5^{4, 5} - 67.3/58.9⁶ 68.5/56.3

sensing variable power assist

Turning Circle, 35.4 ft. (2.5 RS, Outback Sport, WRX and STi)

Curb-to-Curb 33.5 ft. (2.5 TS)

DIMENSIONS 2.5 RS Sedan

Wheels

Wheelbase/Length

Width/Height

Track: Front/Rear

Headroom: Front/Rear

Legroom: Front/Rear

Curb Weight (lbs.)

Manual Transmission

Curb Weight (lbs.)

EPA Interior Volume

EPA Cargo Volume

Maximum Towing

Capacity (lbs.)†

(cubic feet)

(cubic feet)

Automatic Transmission

bushings and stabilizer bar

2.5 RS and WRX models have

sport-tuned suspension

raised suspension

Distribution (EBD)

and Outback Sport)

piston calipers (WRX)

Rear: 10.3-inch discs

WRX and STi models have an aluminum-alloy hood

Construction crumple zones

Manual	5-speed manual	5-speed manual	6-speed manual		
Transmission (Standard)	with overdrive	with overdrive	with overdrive		
Automatic Transmission (Optional)	4-speed electronically with overdrive Automatic power mode with rapid use of the ac	e engages	-		
All-Wheel Drive (AWD)	Full-Time AWD system distributes power between front and rear wheels based on traction needs				
	Manual transmission models have a viscous-coupling locking center differential (except WRX STi)				
	2.5 TS, 2.5 RS, and Outback Sport automatic transmission models have an electronically managed continuously variable transfer clutch				
	WRX automatic transmission models have Variable Torque Distribution (VTD). VTD utilizes a planetary center differential in conjunction with an electronically managed continuously variable transfer clutch				
	WRX models have a viscous limited-slip rear differential				
	STi models have a Driver Controlled Center Differential (DCCD) with Automatic Mode. DCCD utilizes a planetary center differential in conjunction with an electronically managed continuously variable transfer clutch				
S = Standard	0	= Optional	— = Not Available		
¹ 2.5 RS Sedan		4 2.5 TS Sport Wagon			
² WRX Sedan		5 WRX Sport Wagon			
	vith Premium Package	6 Outback Sport Wagor			

2004 IMPREZA SPECIFICATIONS

	2.5 RS Sedan WRX Sedan	2.5 TS Sport Wagon WRX Sport Wagon Outback Sport Wagon	WRX STi Sedan
Meets all federal passenger car safety standards	S	S	S
Daytime running lights	S	S	_
All-Wheel Drive (AWD)	S	S	S
Viscous limited-slip rear differential	S ²	S ⁵	_
Suretrac limited-slip front differenti	ial —	_	S
Mechanical limited-slip rear differential	_	_	S
4-channel/4-sensor Anti-lock Braking System (ABS)	S	S	_
4-channel/4-sensor Super Sport (ABS)	_	_	S
Electronic Brake-force Distribution (EBD)	S	S	S
Dual front air bags (SRS)*	S	S	S
Front seat head/chest side-impact air bags (SRS)*	S ²	S ⁵	S
Active front seat head restraints	S1	S 4, 6	_
Height-adjustable 3-point front seatbelts with pre-tensioners and force limiters	S	S	S
3-point rear seatbelts for all three seating positions	S	S	S
3 rear seat child safety seat ancho	rs S	S	S
LATCH system: Lower Anchors and Tether for CHildren	S	S	S
Child safety rear door locks	S	S	S
Energy-absorbing front and rear crumple zones	S	S	S
5-mph impact-absorbing bumpers	S	S	S
Energy-absorbing collapsible steering column	S	S	S
Side-impact door beams	S	S	S
Ring-shaped reinforcement frame construction	S	S	S
Safety brake pedal system	S	S	S
Internal child safety trunk release with self-illuminating handle	S	_	S

	5 RS Sedai RX Sedan		WRX STi Sedan
Reclining front bucket seats with driver's side height adjustment	_	S 4, 6	_
Sport-design reclining front bucket seats with driver's side height adjustment	<i>§</i> 1	_	_
Performance-design reclining front bucket seats with driver's side height adjustment	S 2	S 5	S
Rear seat fold-down center armrest with trunk pass-through	S	_	_
60/40 split fold-down rear seatback	_	S	_
MOMO brand leather-wrapped steering wheel	S ²	S ₂	_
Leather-wrapped 3-spoke STi MOMO brand steering wheel with red stitching	_	_	S
Leather-wrapped shifter handle and parking brake handle	S	<i>§</i> 5	_
Leather-wrapped shifter handle and parking brake handle with red stitching	_	_	S
Carpeted floor mats/logo embroidere	d S	S 5, 6	_
Center console storage tray and storage box	S	S	S
Illuminated locking glove box	S	S	S
Two front cup holders	S	S	S
Dual visor vanity mirrors with lids	S	S	S
Cargo area cover and grocery bag hook	_	S	_
Cargo tie-down hooks	_	S 5, 6	_
12-volt cargo power outlet and removable cargo tray	_	S 6	_
Power windows and door locks	S	S	S
Power moonroof with tilt-up and retract ventilation features	S ³	_	_
Cruise control	S	S	S
Remote keyless entry system with answer-back chirp	S	S	S
Illuminated ignition switch ring	S ²	S 5	S
Off-delay dome light	S	S	S
Trunk light	S	_	S
Cargo area light	_	S 5, 6	-
Air conditioning	S	S	_
Semi-automatic air conditioning system	-	_	S
Air filtration system	0	0	S
S = Standard	0 = 0	ptional –	– = Not Available
¹ 2.5 RS Sedan ² WRX Sedan ³ WRX Sedan with Premium Packa	5 <u>J</u>	2.5 TS Sport Wagon NRX Sport Wagon Outback Sport Wagon	

2004 IMPREZA SPECIFICATIONS

INTERIOR (Continued)	2.5 RS Sedan WRX Sedan	2.5 TS Sport Wagon WRX Sport Wagon Outback Sport Wagon	WRX STi Sedan
Ambient temperature gauge	_	S 6	S
Tachometer, digital dual-mode trip odometer, engine coolant tempera gauge and low-fuel light		S	_
STI brand gauge pack with full needle sweep on start-up, center- mounted tachometer with red-line warning light and buzzer, digital dual-mode trip odometer, coolant temperature gauge and low-fuel li	9	_	S
AM/FM stereo with single-disc CD player and four speakers	S1	S 4, 6	_
AM/FM stereo with logic control cassette, 6-disc in-dash CD changer and six speakers	S ²	S ⁵	_
Pre-wired for audio system	_	_	S
EXTERIOR	2.5 RS Sedan WRX Sedan	2.5 TS Sport Wagon WRX Sport Wagon Outback Sport Wagon	WRX STi Sedar

Pre-wired for audio system	_	_	S
		2.5 TS Sport Wagon	
	2.5 RS Sedan NRX Sedan	WRX Sport Wagon Outback Sport Wagon	WRX STi Sedar
Aluminum-alloy hood, functional hood scoop, aerodynamic side ground effects molding, dual outlet sport tailpipe	S ²	S ⁵	_
Aluminum-alloy hood, large functional hood scoop, front bumpe, corner spoilers, STi body-color aero dynamic side ground effects, large chrome single-outlet tailpipe with STi logo and large rectangular trunk spoiler		_	S
Projector beam halogen foglights	S 2	S 5, 6	_
High Intensity Discharge (HID) headlights	_	_	S
Dual power fold-away mirrors	S	S	S
Variable intermittent windshield wipers	S	S	S
Windshield wiper fin	_	_	S
Fixed intermittent rear window wiper with washer	_	S	_
Rear window wiper de-icer	_	S	_
Rear window defogger with timer	S	S	S
Protective rear bumper step pad	_	S 6	_
Two-tone paint with body-side molding	_	S 6	_
Roof rails	_	S	_
Cross bars	_	S 6	_
Premium Package: Rear spoiler, power moonroof	S 3	_	_

0 = Optional	— = Not Available
4 2.5 TS Sport Wagon	
5 WRX Sport Wagon	
⁶ Outback Sport Wagon	
	4 2.5 TS Sport Wagon 5 WRX Sport Wagon

WARRANTIES#

Basic Warranty: 3 years or 36,000 miles, whichever comes first

Powertrain Warranty: 5 years or 60,000 miles, whichever comes first

Rust Perforation Warranty: 5 years, unlimited mileage

* The Supplemental Restraint System (SRS) (air bags) affords the driver and front passenger additional protection in a moderate-to-severe frontal or (when equipped with front seat head/chest side-impact air bags) a side-impact collision. This system provides supplemental protection only, and seatbelts must be worn in order to avoid injuries to out-of-position occupants upon bag deployment and to provide the best combined protection in a serious accident. Children should always be properly restrained in the rear seat.

† When properly equipped. See Owner's Manual for detailed instructions you should follow when towing a trailer.

†† For complete warranty information, including coverage and exclusions, see your Subaru dealer.

Specifications in this brochure are based on the latest product information available at the time of publication. Some equipment shown in photography in this brochure is optional at extra cost. Specific options may be available only in combination with other options. Specific combinations of equipment or features may vary from time to time and by geographic area. Certain accessories and equipment may not be available at the time of publication. Subaru of America, Inc., reserves the right to change or discontinue at any time, without notice, prices, colors, materials, equipment, accessories, specifications, models and packages without incurring any obligation to make the same or similar changes on vehicles previously sold. Colors shown may vary due to reproduction and printing processes. For more information, contact your Subaru dealer. Subaru, Impreza, WRX, STI, Ecsaine, BBS, Brembo, MOMO and Suretrac are registered trademarks. "DRIVEN BY WHAT'S INSIDE." is a trademark.

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