

2010 Impreza

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





Love the possibilities.

A new city. A new hobby. A new season. A new adventure every day. Subaru vehicles are uniquely designed and equipped to get you out, to keep you going, and to inspire you to embrace more of life's opportunities. It all starts with the balance of Subaru Symmetrical All-Wheel Drive. Standard on every Subaru, it gives you the stability and control to drive where you want, when you want—always with the greatest confidence. That poise is matched with the reassurance of being protected by award-winning safety. It's why we hear again and again, "I love my Subaru."

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

Introducing the 2010 **Subaru Impreza**.

When living life to the fullest,
make it seem effortless.





All wheels. All the time.

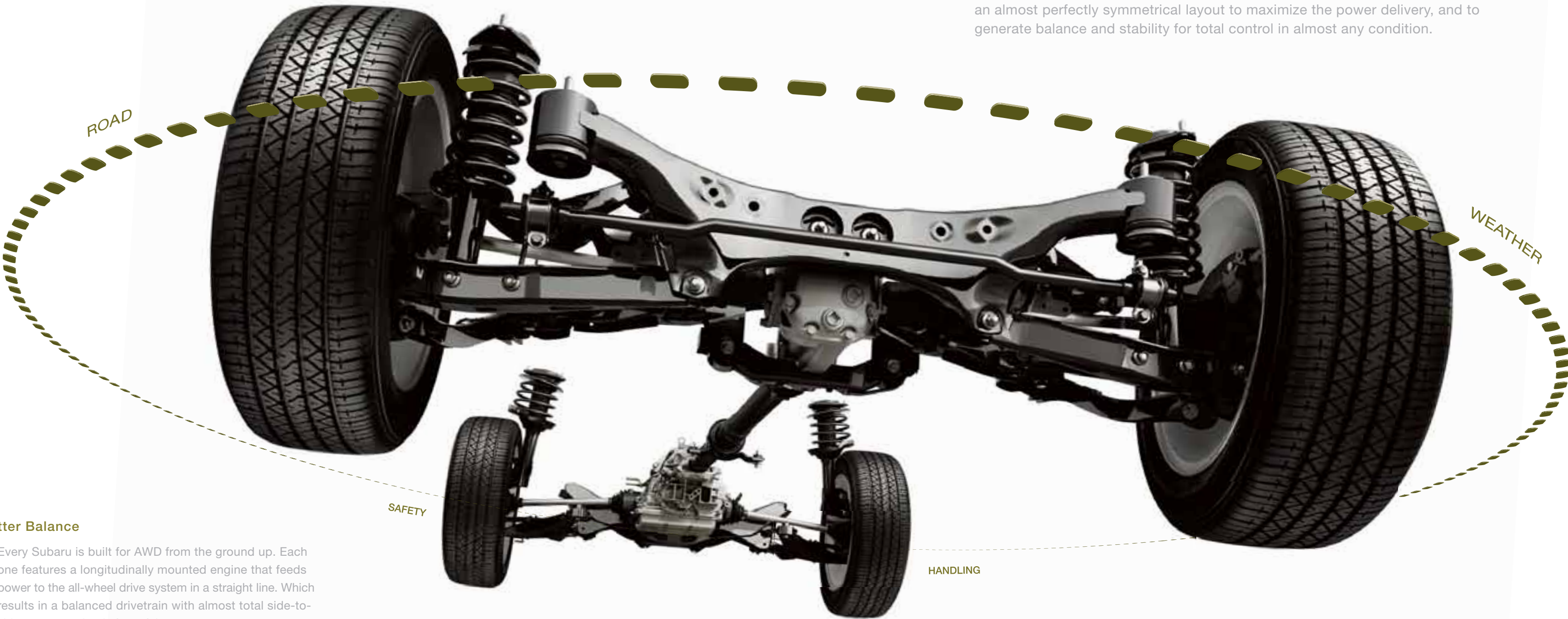
All the way.

By combining the balance and road adhesion of Subaru Symmetrical All-Wheel Drive with the stability of the SUBARU BOXER® engine, Subaru builds more than cars—we build confidence. Confidence that can help you keep up with your demanding life with ease. And it can help give you the freedom to live more of the life you love.

Better grip for greater control.

Subaru Symmetrical All-Wheel Drive

In any season or condition, confidence behind the wheel comes from one place—where your tire meets the road. Wet or dry. Rough or smooth. A sure grip of the road can give you the control to step around danger. The assurance to add more destinations to your list. The engagement to delight in every mile. Subaru has spent nearly 40 years developing a system for traction and control that employs an almost perfectly symmetrical layout to maximize the power delivery, and to generate balance and stability for total control in almost any condition.



Better Balance


Every Subaru is built for AWD from the ground up. Each one features a longitudinally mounted engine that feeds power to the all-wheel drive system in a straight line. Which results in a balanced drivetrain with almost total side-to-side symmetry that is free of the extra components some other systems need to route power. This symmetry and balance means stability that helps make driving your Subaru safer and agility that makes it more fun.

Quicker Response

There are only four small patches of rubber that keep you in control of your vehicle. The more your tires are engaged, the more control you have. Subaru Symmetrical AWD keeps power routed to all four tires all the time, so it doesn't have to react to slippage that has already occurred. Rather, it keeps your tires as fully engaged with the road as possible.

Efficient Design

Because some systems lack the simplicity of Subaru Symmetrical AWD, they not only sacrifice efficiency, but also can incur more wear and tear. Subaru routes power directly from the engine to all four wheels to keep components—and frictional power losses—to a minimum. All while maximizing the seamless feeling of traction whenever you need it.

 Learn more about the benefits of Subaru AWD. subaru.com/awd



Horizontally Opposed Design

The pistons move in 180-degree opposition to each other on a horizontal plane, so each naturally cancels out the vibration of the piston opposite it.

Durable Construction

The engine's flat design is inherently rigid, and reduces the amount of vibration that "V" or inline engines—with more upright pistons—are subjected to during operation.

Lower Center of Gravity

A flatter profile and perfectly symmetrical design of the engine block, and the fact that it sits lower in the chassis make the overall vehicle more stably balanced and resistant to side-to-side motion than other designs.

Smoother Operation

Step on the accelerator and the revs come on smooth. While there's plenty of power when you need it, it never compromises your comfort or control.

Increased Durability

An engine subjected to less vibration lasts longer. It's no wonder 94% of Subaru vehicles built in the last 10 years are still on the road today.¹

¹ Based on R. L. Polk & Co. registration data in the U.S. 1998 to 2008.

Greater Agility

The vehicle responds more quickly to changes in direction, which gives a feeling of tightness in turns. And it's less likely to become unstable during maneuvers, giving you an increased feeling of being in control at all times.

An engine that runs
on good ideas.

Subaru Boxer Engine

We think about engines a little differently. We believe an engine should deliver both power and control. It should conquer the open road and handle a parking lot just as well. That's why every Subaru is powered by the SUBARU BOXER® engine. Its horizontally opposed design and symmetrical layout provide plenty of smooth acceleration, but also balance and stability that set it apart from engines with a "V" or inline configuration. It's an intelligent difference that has the power to inspire you to take on life at full-speed.



Find out more about
how our engine compares.
subaru.com/boxer-engine



Some days are for meeting friends, not deadlines.

More thought goes in, so you can get more out.

From weekend getaways to getting around town,
the Impreza is full of smart features that enhance your life.



Navigation

Just a few taps on the available touch-screen system and you'll have an instant guide—across town or across country. And while the car is parked, you can enjoy a DVD on the 7-inch display screen.

Audio System with Media Hub

You'll never want the music to end with the available 10-speaker audio system. And with the accessory Media Hub you can bring along all your music. It allows you to play and control your iPod® or USB mass storage device through your stereo and steering-wheel-mounted controls. It will even keep your iPod® charged and ready to play.

Roof Carrier Bars

Go ahead—bring more stuff. With the Roof Carrier Bars,¹ you can easily carry your gear on top of your Impreza, freeing up more cargo room on the inside.

¹ Standard on Impreza Outback Sport. Available as an accessory on other Impreza models.

Bluetooth® Hands-free Capability

Make and receive calls without taking your hands off the wheel. Bluetooth hands-free capability, standard with optional navigation system, and the accessory BlueConnect—with advanced voice recognition—allow you to make and receive calls wirelessly, listen to them through the audio system and store phonebook entries.

Heated Front Seats

As if the interior of the Impreza wasn't inviting enough, now with the available All-Weather Package, you can take your level of comfort up a notch with heated front seats. With just a flick of a switch, you and your front passenger will be able to warm up any chilly day.

Windshield Wiper De-icer

Winter just got easier now that you can defrost your windshield from inside your vehicle with the windshield wiper de-icer, also part of the All-Weather Package. Simply press a button and the area around the front wipers heats up. The ice soon melts away, leaving the wipers free to do their job.



More than driver-oriented,
everyone-oriented.

Automatic Climate Control

| 10-speaker Audio System

| Moonroof



Flex your flexibility.

Impreza 2.5i Premium 5-door with Ivory Tricot and Navigation and Moonroof Package.

Versatility

Fill your days and your Impreza with more fun. Whether you are bringing along more friends or more stuff, the remarkably flexible interior can accommodate. Both the 4- and 5-door can easily adapt to different-sized objects with the 60/40-split flat-folding rear seats that let you arrange your space accordingly. With both seatbacks up, you can seat three friends. It also allows for two passengers and a long item, or one passenger and gear for everybody. Or fold both for full access to the trunk or cargo area. And with all of the storage compartments throughout, everyone will comment on how neat you keep your car.

Cargo Area

Because you always seem to bring twice as much as you need, the Impreza has enough space for all of it, including your travel spice rack and ten pairs of shoes. The 5-door offers up to 19.0 cubic feet of space with both rear seats in use. And with both seats folded, you can get full use of the maximum 44.4 cubic feet of cargo capacity. You can even get up to three golf bags in the 11.3 cubic feet trunk of the 4-door.



The 2010 Impreza Outback Sport



Up for any road,
or any curve.

Expand your world and go beyond the usual spots with the Outback Sport. The raised suspension gives you more capability to take on those rough roads. And the Roof Carrier Bars give you the extra utility to bring along more gear.



Ventilated Front Disc Brakes

Vehicle Dynamics Control (VDC)

Double-wishbone Rear Suspension

The passing lane
is there for my enjoyment.

Impreza 2.5GT in Spark Silver Metallic.

Responsive Suspension and Handling

Keep the road close and the curves even closer with precise performance. Whether you are going down the street or up the mountain, the rear double-wishbone suspension keeps you comfortably connected to the road, no matter how bumpy or curvy it becomes. The responsive 4-wheel independent suspension enhances your driving experience by diffusing any bumps along the road.

Performance

The horizontally opposed configuration of the SUBARU BOXER® engine gives the Impreza a lower center of gravity that enhances stability and handling. And it delivers smooth, efficient power, whether you choose the impressive 224-horsepower turbocharged 2.5GT or the 170-horsepower 2.5-liter engine with greater fuel economy.



This is how we show our love.

Building Cars That Last

Life is too important to slow down with a car you can't rely on. That's why we build each of our vehicles with the highest standards of manufacturing, with designs that are inherently tough, and with engineering that can keep you going, and keep you out there. This commitment is why 94% of all the vehicles we've built in the last 10 years are still on the road today.¹ And why a Subaru can keep its value, and stay out of a landfill longer.

¹ Based on R. L. Polk & Co. registration data in the U.S. 1998 to 2008.



Supporting Partners That Care

Subaru has spent decades building relationships with dozens of organizations that believe in building a cleaner, greener, healthier and more hopeful world as much as we do. That's why you'll see us offering our support at events like Dining Out for Life, or promoting responsible recreation with Leave No Trace. Our Share the Love sales event harnessed the generosity of Subaru owners to raise nearly five million dollars for the following deserving causes: ASPCA, Habitat for Humanity, National Wildlife Federation, Meals on Wheels and Boys & Girls Clubs.



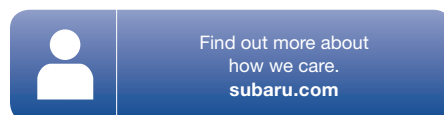
Protecting Your Investment

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 dealership and other services are just a phone call away. And to protect you over the long haul, we offer Subaru Added Security[®]—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 of America, Inc., and because we've been backing them for more than 25 years, they're agreements you can trust. Your dealer has full coverage details.



Ensuring You're Fully Covered

We know you love your Subaru, but sometimes accidents happen. Subaru Equity Shield™ GAP could help you avoid further sorrow by paying all or most of a possible difference between what your insurance company covers for your Subaru that was totaled, or stolen and not recovered, and what you still owe in payments. It will even cover your deductible for up to \$1,000. Also, being part of the Subaru family may save you money on some types of insurance, such as auto and homeowners. Subaru owners may be eligible for exclusive rates through Subaru Advantage Insurance by Liberty Mutual. Find out more at subaru.com.





Protected from every angle.

2009 IIHS Top Safety Pick¹
—Insurance Institute for Highway Safety

★★★★★
Government Crash Test Rating²
—National Highway Traffic Safety Administration

Subaru Active and Passive Safety

When it comes to feeling confident, nothing is more important than feeling safe. That's why Subaru places safety as one of our highest priorities, and why we think about safety in 360 degrees. First, we engineer our vehicles with exceptional control and advanced accident-avoidance technologies to help keep accidents from happening in the first place. Then, we build every Subaru with protection technologies that have made it a Top Safety Pick, 2008 and 2009.¹ The end result is a car that—in a worst-case scenario—is one of your best possible bets.

Exceptional Control

Safety begins with avoidance. The traction and balance of Subaru Symmetrical All-Wheel Drive and the stability of the SUBARU BOXER[®] engine provide you with the outstanding control you need to react to hazards. Every Impreza also comes standard with VDC electronic stability control, which can detect a loss of control and intervene to help keep you on your intended path.



Protected on the Inside

Front, front-side and side-curtain airbags³—standard on every Impreza—surround outboard occupants in the event of a crash to further help prevent injury. To maximize their effectiveness, the advanced system found on the Impreza uses an array of sensors to ensure the airbags are deployed in the best way possible.

Stopping Power

Powerful and reliable disc brakes are teamed with advanced technology to help you stop short of danger. Antilock brakes help make sure you don't lose traction, and the advanced Brake Assist system helps ensure maximum pressure is applied to the brakes as quickly as possible in an emergency situation.

Protected from the Outside

During an impact, nothing is more crucial for the safety of all occupants than maintaining cabin integrity. Our frame design, the Ring-shaped Reinforcement Frame, is designed to be exceptionally strong for maximum resistance to impact energy. What's more, its unique configuration helps divert that energy away from occupants.

¹ 2010 Impreza not yet tested. Ratings based on Insurance Institute for Highway Safety's (IIHS's) 40-mile-per-hour frontal crash test, 31-mile-per-hour side-impact test, and 20-mile-per-hour rear-impact test. For more information, contact IIHS or visit their website at www.iihs.org.

² Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program. Visit safercar.gov for more information.

³ Always wear seatbelts. Children should be properly restrained in the rear seat.

Log on and take off.

What makes an Impreza, an Impreza.



Making the final decision to purchase a vehicle can be complex. That's why you'll find everything you'll need to know about being an Impreza owner at subaru.com. Not only will you find images of the Impreza and detailed information about it, but you'll also be able to check out special offers, ratings, reviews, and news about Subaru. We've also provided a wealth of interactive tools to help you decide if a Subaru is right for you.

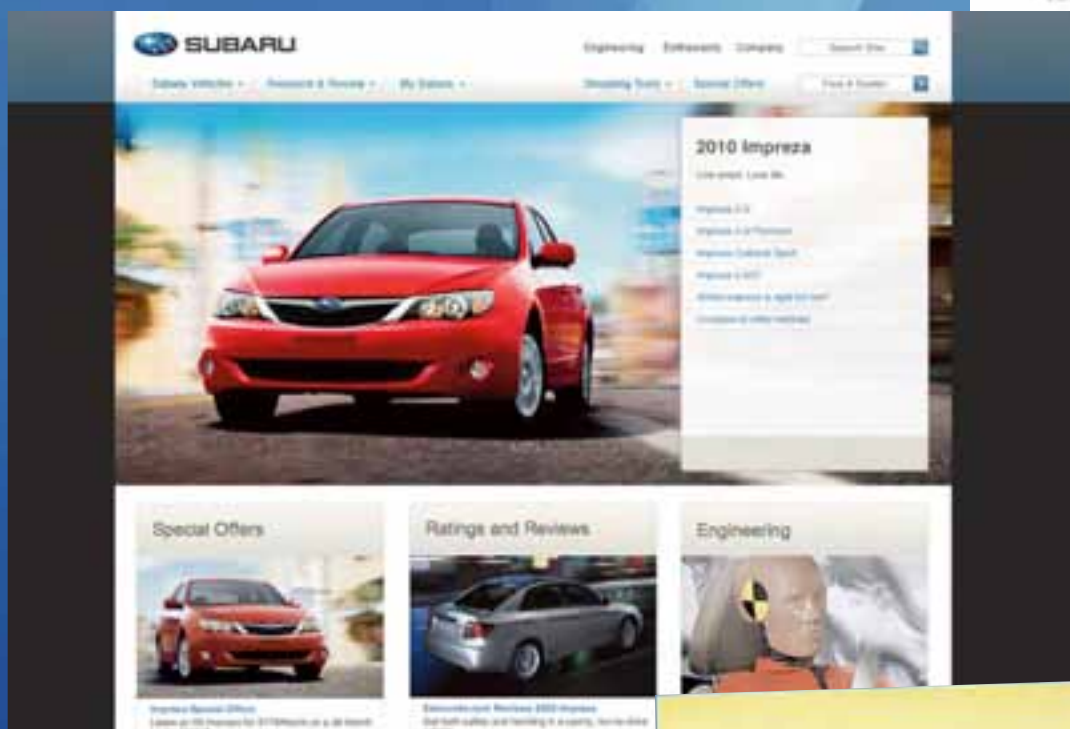
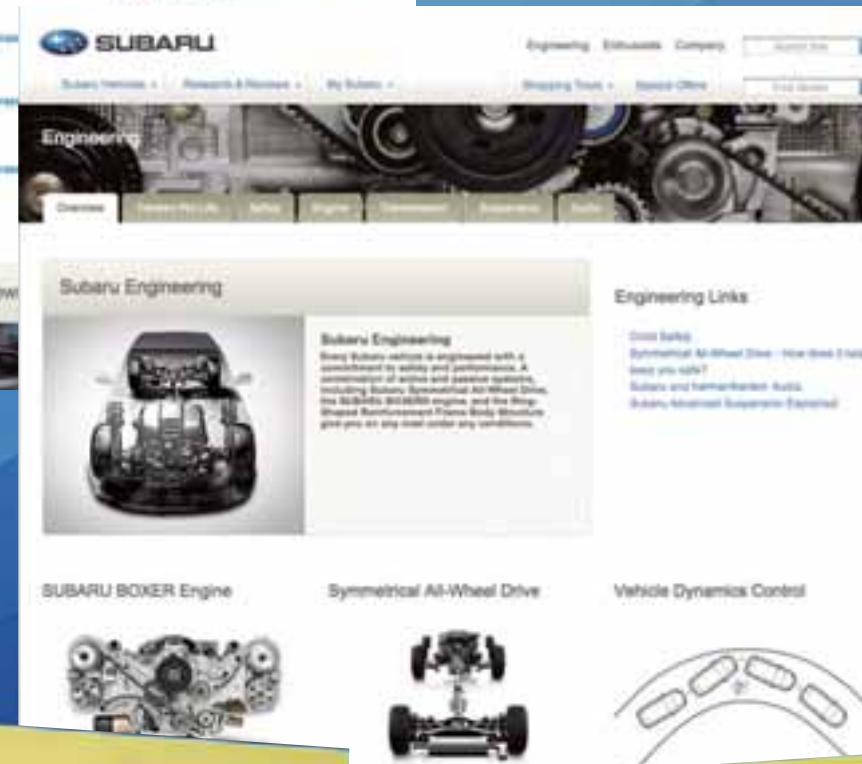
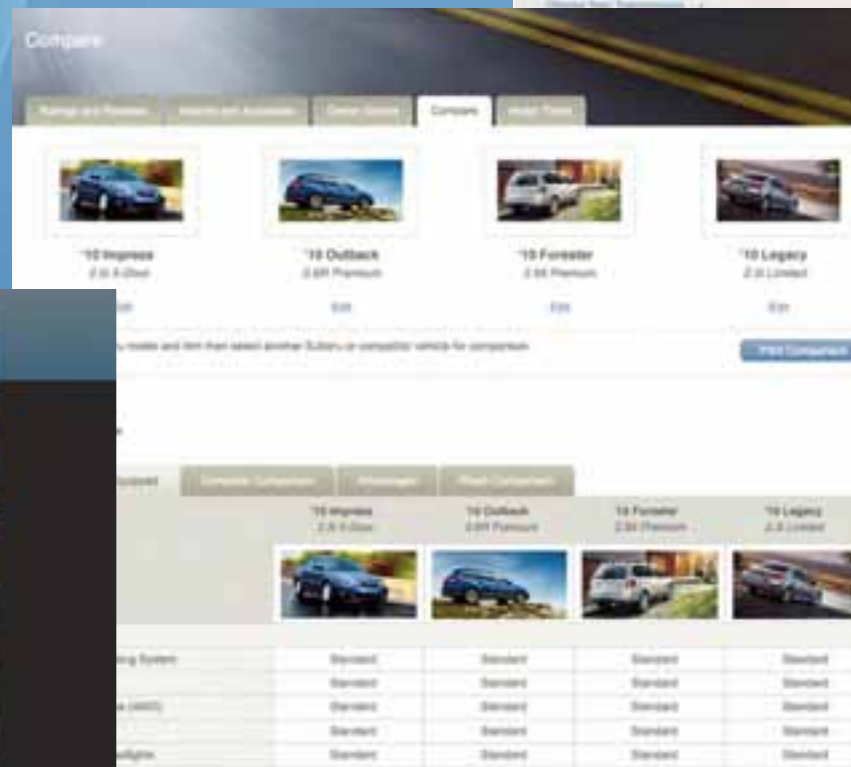
subaru.com/vehicles/impreza

Screen grab information and images for illustration purposes only. Visit the subaru.com site or URLs for current information.

Subaru Gear
subarugear.com

Drive Magazine
subaru.com/drive

Our Partners
subaru.com/partners



Discover the Subaru difference.

What makes a car special is not always found on the surface. Go here to delve beneath the skin of the Impreza to find out what really makes it drive and complement your life so well.

subaru.com/engineering

Configure your own.

With a wide variety of trim levels, colors and options to choose from, there is an Impreza for you. Use this tool, and within a few minutes you'll know exactly which Impreza that is.

subaru.com/vehicles/build

Does it measure up?

Sometimes you need to see your choices side-by-side to really make a decision. Get in-depth information on the Impreza and how it compares to the competition in just about every category.

subaru.com/tools/compare-vehicles

Need an expert opinion?

The Impreza has been tested, analyzed and put through its paces by some of the toughest critics in the automotive field. Find out what they thought about the value the Impreza has to offer.

subaru.com/ratings-and-reviews



There's an Impreza for you.



Impreza Trim Levels

2.5i All-in-one versatility with fun-to-drive features. And with a 170-horsepower engine, you won't miss a moment of the action. Choose from either the 4-door or 5-door, both with standard Subaru Symmetrical AWD and VDC electronic stability control.

2.5i Premium All the fun and versatility you expect, but with even more extras. Add 16-inch aluminum wheels, leather-wrapped steering wheel and a 10-speaker audio system with auxiliary audio jack and 6-disc CD changer—just to name a few.

2.5i Premium Special Edition Package

Take the 2.5i Premium to another level with the Special Edition Package complete with extras like foglights, a power moonroof and the All-Weather Package that includes heated exterior mirrors, dual-mode heated front seats and windshield wiper de-icer.

Outback Sport Impreza spirit infused with rugged versatility. The Outback Sport gives you Roof Carrier Bars, 17-inch aluminum wheels and a raised suspension for composure over rough roads.

2.5GT This stepped-up Impreza is turbocharged to up the fun factor. The 2.5GT comes standard with a 224-horsepower turbocharged SUBARU BOXER® engine, moonroof, 17-inch aluminum wheels, heated front seats and a 10-speaker audio system with auxiliary audio jack and 6-disc CD changer.

Paint

Exterior



Satin White Pearl Spark Silver Metallic Paprika Red Pearl Camellia Red Pearl Newport Blue Pearl



Dark Gray Metallic Obsidian Black Pearl Steel Silver Metallic/Spark Silver Metallic Paprika Red Pearl/Steel Silver Metallic Sage Green Metallic/Steel Silver Metallic



Newport Blue Pearl/Steel Silver Metallic Obsidian Black Pearl/Dark Gray Metallic

Upholstery



Ivory Tricot (IT) Ivory Cloth (IC) Carbon Black Tricot (CBT) Carbon Black Cloth (CBC)

Impreza Color Combinations

PAINT	2.5i – 2.5i Premium	Outback Sport	2.5GT
Satin White Pearl	IT	-	CBC
Spark Silver Metallic	CBT	-	CBC
Paprika Red Pearl	IT	-	CBC
Camellia Red Pearl	CBT	-	CBC
Newport Blue Pearl	IT	-	CBC
Dark Gray Metallic	CBT	-	CBC
Obsidian Black Pearl	IT	-	CBC
Steel Silver Metallic/Spark Silver Metallic	-	CBC	-
Paprika Red Pearl/Steel Silver Metallic	-	IC	-
Sage Green Metallic/Steel Silver Metallic	-	IC	-
Newport Blue Pearl/Steel Silver Metallic	-	IC	-
Obsidian Black Pearl/Dark Gray Metallic	-	CBC	-

- NOT AVAILABLE

Impreza® 2.5i | Outback Sport® | 2.5GT Specifications

ENGINE AND DRIVETRAIN	2.5i and 2.5i Premium	Outback Sport	2.5GT
Engine	2.5-liter SOHC aluminum-alloy 16-valve horizontally opposed SUBARU BOXER® engine with i-Active Valve Lift System.		2.5-liter DOHC intercooled, turbocharged aluminum-alloy 16-valve 4-cylinder horizontally opposed SUBARU BOXER engine with Active Valve Control System.
Power	170 hp @ 6,000 rpm		224 hp @ 5,200 rpm
Torque	170 lb-ft @ 4,400 rpm		226 lb-ft @ 2,800 rpm
Manual transmission	Standard fully synchronized 5-speed manual with Incline Start Assist		Not available
Automatic transmission	Optional 4-speed electronic direct-control automatic with SPORTSHIFT® manual control		Standard 4-speed electronically controlled automatic with SPORTSHIFT manual control
CA Emissions	Certified Low Emission Vehicle (LEV2)		Certified Low Emission Vehicle (LEV2)

FUEL

Fuel economy (city/highway) ¹	Manual: 20/27 mpg Automatic: 20/26 mpg		19/24 mpg
Fuel requirement	Unleaded gasoline (87 octane)		Premium unleaded gasoline (91 octane)

SYMMETRICAL ALL-WHEEL DRIVE

Continuous All-Wheel Drive	Models equipped with 5-speed manual transmission utilize a viscous-type locking center differential with torque distribution normally configured at a 50/50-split front-to-rear. If wheel speed differs between front and rear axles, the system helps distribute power to the wheels with the most traction.
Active All-Wheel Drive	Models equipped with 4-speed automatic transmission utilize an electronically controlled variable transfer clutch to distribute power to where traction is needed. Sensors monitor parameters such as wheel slippage, throttle position and braking, to help determine power distribution and direct it to the wheels with optimum traction.

STABILITY AND TRACTION

Vehicle Dynamics Control (VDC)	VDC electronic stability control utilizes sensors which constantly monitor wheel speed, steering angle, brake pressure, vehicle yaw rate and lateral g-forces. If VDC detects a difference between the driver's intended path and the one the vehicle is actually taking, VDC applies braking power and/or reduces engine torque to help correct vehicle path.
Traction Control System (TCS)	VDC also incorporates an all-wheel, all-speed traction control system which, when sensing a loss of traction, applies braking force and reduces engine torque to the slipping wheel or wheels as necessary to maintain vehicle motion.

CHASSIS

Steering	Power-assisted rack-and-pinion. Turning circle: 34.8 feet.
Suspension	Front: Strut-type with lower L-arm. Rear: Double wishbone. 2.5i: 4-wheel independent suspension. Front stabilizer bar. Outback Sport: 4-wheel independent raised suspension. Front stabilizer bar. 2.5GT: Sport-tuned 4-wheel independent suspension. Front and rear stabilizers.
Brakes	4-wheel disc, ventilated front. 4-channel, 4-sensor ABS with Electronic Brake-force Distribution (EBD).
Brake discs (front/rear)	2.5i, 2.5i Premium and Outback Sport: 10.9 inches/11.3 inches 2.5GT: 11.6 inches/11.3 inches
Brake Assist	When emergency braking is detected by how quickly the brake pedal is pressed, maximum brake pressure is immediately applied.

WHEELS AND TIRES

Wheels	2.5i: 16 x 6.5-inch steel with full wheel covers. 2.5i Premium: 16 x 6.5-inch 12-spoke aluminum-alloy.	17 x 7.0-inch 6-spoke aluminum-alloy. High-luster finish.	17 x 7.0-inch 10-spoke aluminum-alloy
Tires	205/55 R16 M+S all-season	205/50 R17 M+S all-season	205/50 R17 M+S all-season

EXTERIOR DIMENSIONS

	2.5i, 2.5i Premium and 2.5GT 4-door	2.5i, 2.5i Premium and 2.5GT 5-door	Outback Sport
Length	180.3 inches	173.8 inches	
Width	68.5 inches	68.5 inches	
Height	58.1 inches	58.1 inches	58.3 inches ²
Wheelbase	103.1 inches	103.1 inches	
Track (front/rear)	58.9 inches/58.9 inches (2.5GT: 58.9 in./59.1 in.)	58.9 inches/58.9 inches (2.5GT: 58.9 in./59.1 in.)	58.7 inches/58.9 inches
Base curb weight (manual/automatic)	2.5i: 3,075 lbs/3,141 lbs 2.5i Premium: 3,053 lbs/3,119 lbs 2.5GT: N/A/3,240 lbs	2.5i: 3,075 lbs/3,141 lbs 2.5i Premium: 3,053 lbs/3,119 lbs 2.5GT: N/A/3,240 lbs	3,108 lbs/3,174 lbs

INTERIOR DIMENSIONS

Headroom (front/rear)	40.3 inches/37.6 inches (with moonroof: 39.3 inches/37.5 inches)	40.3 inches/37.6 inches (with moonroof: 39.3 inches/37.4 inches)
Legroom (front/rear)	43.5 inches/33.5 inches	43.5 inches/33.5 inches
Shoulder room (front/rear)	54.8 inches/53.2 inches	54.8 inches/53.2 inches
Passenger volume	94.6 cubic feet (with moonroof: 93.0 cubic feet)	94.6 cubic feet (with moonroof: 93.2 cubic feet)
Cargo volume	11.3 cubic feet	19.0 cubic feet (44.4 cubic feet with rear seat lowered)

Impreza® 2.5i | Outback Sport® | 2.5GT Equipment

EXTERIOR	2.5i	2.5i Premium	Outback Sport	2.5GT
Projector low-beam and multireflector high-beam halogen headlights	●	●	●	●
Foglights ³	-	○	●	●
LED taillights (5-door)	●	●	●	●
Functional hood scoop (feeds turbocharger intercooler)	-	-	-	●
Rear spoiler (5-door)	●	●	●	●
Body-color side mirrors	●	●	●	●
Heated side mirrors and windshield wiper de-icer ³	-	○	●	●
Body-color door handles	●	●	-	●
Silver-painted door handles	-	-	●	-
Two-speed windshield wipers with variable intermittent mode and mist feature	●	●	●	●
Single-speed rear window wiper with fixed intermittent mode (5-door)	●	●	●	●
Roof Carrier Base	-	-	●	-
Front and rear bumper underguards	-	-	●	-
Body-side moldings	-	-	●	-
Power tilt/sliding-glass moonroof ³	-	○	-	●

SEATING AND TRIM

6-way manually adjustable driver's seat, 4-way manually adjustable front-passenger's seat.	●	●	●	●
Heated front seats ³	-	○	●	●
60/40-split flat-folding rear seatback	●	●	●	●
3-spoke steering wheel with cruise control buttons	●	-	-	-
Leather-wrapped 3-spoke steering wheel with audio system and cruise control buttons	-	●	●	●
Tilt steering column	●	●	●	-
Tilt/telescoping steering column	-	-	-	●
Leather-wrapped shifter handle	-	●	●	●
Tricot upholstery	●	●	-	-
Cloth upholstery	-	-	●	●

CONVENIENCE FEATURES

Power front and rear windows with driver's auto-down	●	●	●	●
Power side mirrors	●	●	●	●
Electronic cruise control	●	●	●	●
Dual cup holders in center console	●	●	●	●
Single bottle holder in each door panel	●	●	●	●
Sun visors with concealed vanity mirrors	●	●	●	●
Center console with LED-illuminated front storage tray and 12-volt power outlet	●	●	●	●
Illuminated and lockable glove box	●	●	●	●
Cargo-area grocery bag and tiedown hooks (5-door)	●	●	●	●
Retractable and removable cargo-area cover (5-door)	●	●	●	●
Removable cargo-area tray	-	-	●	-

INSTRUMENTATION

Analog speedometer, tachometer and fuel gauges	●	●	●	●
Sport-design electroluminescent gauges with center-mounted tachometer	-	-	-	●
Digital odometer and automatic transmission (when equipped) shift position indicator	●	●	●	●
Digital trip computer displaying average fuel economy, digital clock and ambient temperature	●	●	●	●

AUDIO SYSTEMS

4-speaker audio system with single-disc in-dash CD player and MP3/WMA capability	●	-	-	-
10-speaker audio system with 6-disc in-dash CD changer and MP3/WMA capability	-	●	●	●
Auxiliary audio jack	-	●	●	●
XM® or SIRIUS® Satellite Radio capability ⁴	●	●	●	●

CLIMATE CONTROL

Manually adjustable CFC-free air-conditioning system with rotary controls for temperature, fan and airflow direction	●	●	●	-
Automatic climate control system with CFC-free air conditioning, rotary controls for temperature, fan and airflow direction	-	-	-	●

SECURITY	2.5i	2.5i Premium	Outback Sport	2.5GT
Keyless entry system with answer-back electronic chirp	●	●	●	●
Antitheft security system	●	●	●	●
Engine immobilizer	●	●	●	●

SAFETY

ACTIVE				
Subaru Symmetrical All-Wheel Drive (AWD)	●	●	●	●
SUBARU BOXER® engine	●	●	●	●
4-wheel antilock braking system (ABS) with Electronic Brake-force Distribution (EBD)	●	●	●	●
Vehicle Dynamics Control (VDC)	●	●	●	●
Traction Control System (TCS)	●	●	●	●
Brake Assist	●	●	●	●
Tire Pressure Monitoring System (TPMS)	●	●	●	●
Daytime Running Lights (DRL)	●	●	●	●

PASSIVE

Subaru advanced frontal airbag system with driver's and front-passenger's front airbags (SRS) ⁵	●	●	●	●
Side-curtain airbags protecting front and rear outboard occupants (SRS) ⁵	●	●	●	●
Seat-mounted front side-impact airbags (SRS) ⁵	●	●	●	●
Height-adjustable active front-seat head restraints	●	●	●	●
Height-adjustable 3-point front seatbelts with pretensioners and force limiters. 3-point seatbelts at all rear seating positions.	●	●	●	●
Rear child-safety door locks	●	●	●	●
LATCH system: Lower Anchors and Tethers for Children	●	●	●	●
Safety brake pedal system	●	●	●	●
Energy-absorbing collapsible steering column	●	●	●	●
Ring-shaped Reinforcement Frame body structure	●	●	●	●

OPTIONAL EQUIPMENT

4-speed electronic direct-control automatic transmission with SPORTSHIFT® manual control	○	○	○	●
Special Edition Package: Foglights, power tilt/sliding-glass moonroof and All-Weather Package: Windshield wiper de-icer, heated side mirrors and heated front seats	-	○	-	-
Navigation and Power Moonroof Package: 4-speed electronic direct-control automatic transmission with SPORTSHIFT manual control, foglights, power tilt/sliding-glass moonroof, touch-screen GPS navigation system with 7-inch high-resolution screen and auxiliary inputs for portable multimedia devices, 10-speaker audio system with single-disc in-dash CD player, SIRIUS® Satellite Radio ⁵ and Bluetooth® wireless phone capability, multifunction screen displaying navigation system information and trip computer (current and average fuel economy, driving range, ambient temperature, calculator and maintenance indicator)	-	○	-	-

WARRANTIES

New Car Limited Warranty: 3 years or 36,000 miles, whichever comes first. **Powertrain Limited Warranty:** 5 years or 60,000 miles, whichever comes first. **Wear Item Limited Warranty:** 3 years or 36,000 miles, whichever comes first. Repairs to the following items will also be covered under Wear Item Limited Warranty: • Brake Pads • Wiper Blades • Clutch Linings • Transmitter Batteries **Rust Perforation Limited Warranty:** 5 years, unlimited mileage.

● Standard ○ Optional - Not available

¹ 2010 EPA fuel economy estimates. Actual mileage may vary. ² Does not include Roof Carrier Base. ³ Available on 2.5i Premium as part of option packages. See equipment listing above. ⁴ Available as an accessory. Satellite radio hardware and required monthly subscription sold separately. See your dealer. ⁵ The Supplemental Restraint System (SRS) affords the driver and the front passenger additional protection in moderate to severe frontal and side-impact collisions and outboard 2nd-row passengers additional protection in moderate to severe 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 one of the rear seats. See Owner's Manual for recommended seating position. ⁶ Activation and required monthly subscription sold separately. See your dealer.

Some images shown are for illustration purposes only. Specifications in this brochure are based on the latest product information available at the time of publication. For the most up-to-date product information, log on to subaru.com. 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.

This brochure was prepared by Subaru of America, Inc. A warranty from Subaru of America, Inc., is available only on cars sold to the first retail purchaser through an authorized Subaru dealer in the continental U.S. or Alaska. Subaru, SUBARU BOXER, Added Security, Impreza and Outback Sport are registered trademarks. Bluetooth is a registered trademark of Bluetooth SIG, Inc. HomeLink is a registered trademark of Prince Corporation, a wholly owned subsidiary of Johnson Controls. SmartWay is a registered trademark of the U.S. Environmental Protection Agency. SIRIUS and XM Radio are registered trademarks of SIRIUS XM Radio Inc. SPORTSHIFT is a registered trademark of Prodrive Ltd. For more information, contact your Subaru dealer or log on to subaru.com.



All-weather Floor Mats

Custom-fitted, heavy-gauge floor mats help protect your vehicle's carpet from sand, dirt and moisture.

Not intended for use over top of carpeted floor mats.



Bike Carrier—Roof Mounted

Each kit securely transports one bicycle. Lockable, padded jaws can hold bikes with 1"-3" downtubes.

Roof Carrier Bars required. Consult vehicle owner's manual for total roof load limit.



Remote Engine Starter

Allows vehicle to start 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. Remote confirms when vehicle engine has been started.



Auto-dimming Mirror with Compass and HomeLink®

Mirror darkens when headlights are detected from behind the vehicle. Includes a compass and three HomeLink buttons that are programmable for most garage-door openers and other HomeLink-compatible devices.



Sport Mesh Grille

Features a bold metal mesh design that adds an aggressive look to both 4- and 5-door Impreza. Comes pre-painted and ready to install.



Body-side Moldings

Color-matched moldings help protect the vehicle's doors from parking lot dings while attractively blending with the lines of the car.



Hood Protector

Matches contours of the hood and helps protect it from stone chips and bugs.



Deck Lid Spoiler

Enhances the performance look of the 4-Door Impreza. Features an integrated LED brake light and comes pre-painted to match your Impreza.



Cargo Net—Rear Seat Back

Neatly holds cargo and prevents it from sliding while the vehicle is in motion. (5-Door)



Moonroof Air Deflector

Helps reduce wind noise and sun glare.



Media Hub

Play music from your iPod® or USB mass storage device through the vehicle's audio system. Displays song information on screen and charges most portable music devices. User experience varies by music storage device.

Not all devices are compatible. Details at subaru.com/Media Hub.



Trunk Tray

Helps protect the trunk from stains and dirt while providing a surface that helps reduce the shifting of cargo while driving.



The earth isn't disposable. Neither is a Subaru.

The Impreza is designed for maximum enjoyment out in the world, but at Subaru we put just as much emphasis on minimizing our impact on the world around us. Our commitment to reducing pollution extends to everything we do. First, we build vehicles for maximum **durability**, because more time spent on the road is less time in a landfill. In fact, 94% of Subaru vehicles sold in the last 10 years are still on the road today.¹ We also work diligently to keep waste out of landfills before the car ever rolls out of the factory. 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. What's more, Subaru facilities in Japan have achieved similar goals in reusing and recycling. And, because clear skies are just as important as clean landscapes, many of our models achieve Partial Zero Emission Vehicle—**PZEV**²—status and U.S. EPA **SmartWay**^{®3} certification.



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



These brochures were printed with vegetable-based inks and produced using a "Green Printing Process" and FSC standards. 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 69 trees preserved for the future; 198 lbs water-borne waste not created; 29,141 gallons wastewater flow saved; 3,224 lbs solid waste not generated; 6,348 lbs net greenhouse gases prevented; 48,591,865 BTUs energy not consumed.

1 Based on R. L. Polk & Co. registration data in the U.S. 1998 to 2008. 2 Available on 2010 Forester, Legacy and Outback models certified as Partial Zero Emission Vehicles (PZEV) that are sold and registered in California, Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont. PZEV emissions warranty applies to only certain states. See your dealer for complete information on emissions and new car limited warranties. 3 For all 2009 Forester, Legacy and Outback non-turbo 2.5i-liter models certified as PZEV that are sold and registered in California and certain other states. Visit www.epa.gov/greenvehicles for more information.

