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. 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—status and U.S. EPA SmartWay® certification.

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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.
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.

All wheels. All the time.
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.

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.

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.

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.
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.

Smother 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

Greater Agility
The vehicle responds more quickly to changes in direction, which gives you 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.

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 touchscreen 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 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.
Flex your flexibility.

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

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.

Impreza Outback Sport in Sage Green Metallic/Steel Silver Metallic with accessory bumper cover.

Up for any road, or any curve.
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.

Ventilated Front Disc Brakes | Vehicle Dynamics Control (VDC) | Double-wishbone Rear Suspension

The passing lane is there for my enjoyment.
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. And why a Subaru can keep its value, and stay out of a landfill longer.

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.

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.

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.

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

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.

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.

—Insurance Institute for Highway Safety

2009 IIHS Top Safety Pick

SUBARU BOXER® engine provide you with the outstanding Subaru Symmetrical All-Wheel Drive and the stability of the 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.

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 every angle.

2009 IIHS Top Safety Pick
—Insurance Institute for Highway Safety

Government Crash Test Rating
—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. The end result is a car that—in a worst-case scenario—is one of your best possible bets.

Protected on the Inside

Front, front-side and side-curtain airbags—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.

Protected on 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.

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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

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

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

subaru.com/vehicles/impreza
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.
### Audio System

<table>
<thead>
<tr>
<th>Feature</th>
<th>2.5i</th>
<th>2.5i Premium</th>
<th>Outback Sport</th>
<th>2.5GT</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-speaker audio system with single-disc in-dash CD player and MP3/WMA capability</td>
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<tr>
<td>10-speaker audio system with 6-disc in-dash CD changer and MP3/WMA capability</td>
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<td>Auxiliary audio jack</td>
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<tr>
<td>XM® or SIRIUS® Satellite Radio capability</td>
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### Climate Control

<table>
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<tbody>
<tr>
<td>Manually adjustable CFC-free air conditioning system with rotary controls for temperature, fan, and airflow direction</td>
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</tr>
<tr>
<td>Automatic climate control system with CFC-free air conditioning, rotary controls for temperature, fan, and airflow direction</td>
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### Security

- Subaru entry system with panic back electronic chip
- Antitheft security system
- Engine immobilizer

### Safety

- ACE (Advanced Compatibility Engineering)
- Subaru Symmetrical All-Wheel Drive (AWD)
- LBWAC (Linear Body Work Around Crossmembers)
- 4-wheel anti-lock braking system (ABS) with Electronic Brake-force Distribution (EBD)
- Vehicle Dynamic Control (VDC)
- Traction Control System (TCS)
- Brake Assist
- Tire Pressure Monitoring System (TPMS)
- Daytime Running Lights (DRL)

### Optional Equipment

- 4-speaker electronic-direct control automatic transmission with SPORT/SHIFT™ manual control
- Special Edition Package: Foglights, power window/door locks, keyless entry system, and SIRIUS® or XM® Satellite Radio
- All-Wheel Package: Windshield wipe de-icer, with single-disc in-dash CD player, SIRIUS® Satellite Radio® 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 indicators)

### 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, lighting, and transmission. Rust Perforation Limited Warranty: 5 years, unlimited mileage.
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/MediaHub.

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