The Impreza is designed for maximum enjoyment out on the road, but at Subaru, we put just as much emphasis on minimizing our impact on the world around us. First, we build vehicles for maximum durability, because more time spent on the road is less time in a landfill. It’s why 95% of the vehicles we’ve built in the last 10 years are still on the road today. We also work diligently to cut waste 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. 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 vehicles achieve Partial Zero Emission Vehicle—PZEV—status. Our commitment to reducing pollution extends to everything we do.

Subaru reminds you to always properly restrain pets during transport. Vehicle depicted on front cover not in motion.

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

Love. It’s what makes a Subaru, a Subaru.
Five doors, three friends
and a wicked smile ache.

The 2011 Subaru Impreza.

Impreza 2.5i Premium in Satin White Pearl with Power Moonroof Value Package.
You might not drive it forever, 
but it’s a car for life.

When you’re on the move and making your way, it’s good to know there are some things you can depend on: your friends, your sense of adventure, and your Subaru Impreza, too. It’s all-wheel drive and made to last, so you can count on it most any condition, time after time. Affordable and efficient, so it’s a smart investment. And sporty and flexible, so it’s up for whatever mood of you are. The Impreza is a car that’s not just for driving, we build it for living. And we could all stand to do a little more of that.
Getting out there. Getting going. Getting to where your life is lived. Whether you’re taking a new turn or simply taking a break, we build every Subaru to help you take it all in. With Symmetrical All-Wheel Drive, you have the stability and control to drive with confidence where you want, when you want. Smart features help you do more of what you live for, and award-winning safety helps you do it with assurance. It’s the joy of having a car that you don’t just love to drive, but one built for life. And we think that’s why owners always tell us, “I love my Subaru.”

Love. It’s what makes a Subaru, a Subaru.
Learn more about the benefits of Subaru AWD. 
subaru.com/awd

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 keeps more power routed to all four tires than some other systems that only fully engage as a reaction to slippage that has already occurred.

Better Balance
Every Subaru is built for AWD from the ground up. This allows us to build a balanced, symmetrical drivetrain that is free of the extra components other systems need to get power to all four wheels. This symmetry and balance means stability that helps make driving your Subaru safer and agility that makes it more fun.

Efficient Design
Because power in some systems must route through extra components, these systems 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 wheels. All in. All the time.

Subaru Symmetrical All-Wheel Drive
Wherever, whenever, or however you drive, control and confidence come from one place—where your tires meet the road. Subaru has spent nearly 40 years developing a system to get the most of those few points of contact, for traction and control that can make curves more exciting, acceleration more dynamic, and your ability to avoid danger more surefooted. Enjoy the driving satisfaction that the balance and stability of Subaru Symmetrical All-Wheel Drive delivers, knowing you’re getting all that the road—and your Subaru—has to offer.
Low profile. High performance.

Subaru Boxer Engine
Better engines start with better ideas. That’s why we think about engines a little differently. And it’s why every Subaru is powered by the SUBARU BOXER® engine. It features a unique horizontally opposed design and symmetrical layout. The design advantages it has over “V” or inline engines means it provides powerful, yet smooth acceleration, while at the same time helping to create a more stable and balanced vehicle. It’s an insightful difference that has the power to make driving more engaging.

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
The flatter profile and 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 95% 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. 1999 to 2009.

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.

Impreza 2.5i in Marine Blue Pearl

Find out more about how our engine compares. subaru.com/boxer-engine
Fun and efficient. It’s how we find balance.

Economical 170-hp Engine

Beyond its inherent design advantages for balance and smoothness, the Impreza 2.5-liter SUBARU BOXER® engine delivers plenty of what you expect from an engine. For power in the passing lane, it gives you 170 horsepower, yet still gets you up to 27 mpg¹ on the highway—more than most any other AWD compact. To make driving as easy or involved as you like it, you can choose between a 5-speed manual with Incline Start Assist or an optional 4-speed automatic with manual shift mode.

¹ EPA highway estimate. Actual mileage may vary.

Agile-handling Suspension

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 curvy it becomes. Because the responsive suspension is fully independent at all four wheels, its design enhances your driving experience by diffusing any bumps along the road. Agile handling and a smooth ride. They’re the perfect pairing with the control and balance of Subaru Symmetrical AWD.
Good times are best shared. Good thing the Impreza was designed with the driver and your friends in mind. Smartly sized outside, it’s spacious inside with surprising amounts of headroom and legroom for up to five. You can opt for heated front seats to take the chill off those early start times, as well as available steering-wheel-mounted audio and cruise controls and Bluetooth hands-free capability, so you can keep your hands on the wheel as you take calls or tune the stereo system.

More than driver-oriented, everyone-oriented.

Audio System with Media Flexibility
Share more of your favorite tracks with the Impreza’s multi-format capabilities. Play standard audio CDs or MP3/WMA discs. With the optional system, you can stream from your Bluetooth-enabled MP3 player, or play and control your iPod® or USB mass storage device through your stereo and steering-wheel-mounted controls. It will even keep your compatible iPod® charged and ready to play. Of course, your music will sound full and clear through up to six tuned speakers.
From weekend getaways to getting around town, the Impreza is full of smart features that fit your life.

**TomTom® Navigation System**
Fully integrated into the audio system, the available TomTom navigation gives you a personal guide with driving directions to your destination. When in the car, it combines both navigation and audio displays. When you take to the trails, pop it out, take it with you, and it works as a hand-held nav device.

**Plenty-big Cargo Space**
If you like to travel with more than you need, the Impreza has space for all of it. 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 capacity. You can even get up to three golf bags in the 11.3 cubic feet trunk of the 4-door.

**60/40-Split Folding Rear Seat**
Whether loading up more friends or more stuff, 60/40-split flat-folding rear seats let you arrange your space accordingly. With both seatbacks up, you can seat three friends. Fold one side to balance passengers and gear. Or fold both for access to the entire trunk or cargo area.

**Windshield Wiper De-icer**
Winter just got easier now that you can free your frozen wipers from inside your vehicle with the windshield wiper de-icer, 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.

**Mighty Versatile Cargo Storage**
Whatever you carry, Impreza can help haul it, hold it or keep it upright. An accessory cargo tray helps keep water and mud out of the carpet. Accessory cargo nets can hold those little things in place. In the 5-door, four hooks in the cargo area floor let you tie your stuff down, and two thoughtful side hooks let you hang roll-y things like grocery bags and helmets.

**Roof Carrier Bars**
Go ahead—bring more stuff. With the Roof Carrier Bars, you can easily carry your gear, boards or that lifesize carnival gorilla on top of your Impreza, freeing up more cargo room on the inside.

**Available Fall 2010.**

1 Standard on Impreza Outback Sport models. Available as an accessory on other Impreza models.
The 2011 Impreza Outback Sport

Expand your possibilities with the Outback Sport. The raised suspension gives you more capability to get out to more of the world. And the Roof Carrier Bars give you the utility to bring extra gear, so you can do more while you’re out there. To help find your way, you can opt for a special TomTom® Navigation System that you can take out of the car and on the trails with you, along with a power moonroof to let more of the world in.

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

Up for any drive, or any idea.
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.

Supporting Partners That Care

Subaru has spent decades building relationships with dozens of organizations that believe in building a cleaner, greener, and more hopeful world as much as we do. That’s why you’ll see us supporting events like Dining Out for Life, or promoting responsible recreation with Leave No Trace. Our year-end Share the Love sales event raises money for Habitat for Humanity, National Wildlife Federation, Meals on Wheels and Boys & Girls Clubs of America. With the help of our generous customers, in 2010 we donated almost five million dollars to these worthy causes. We hope to see even more love in 2011.

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—all with quality and consistency. This commitment is why 95% of all the vehicles we’ve built in the last 10 years are still on the road today. It’s also why Subaru vehicles keep their value so well. In fact, Subaru was named the number one automotive brand for residual value by ALG for 2010.

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. Subaru Added Security offers 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.

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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.
Discover in-depth the Subaru safety advantage.

subaru.com/safety

**Subaru Active and Passive Safety**

You’ll find our commitment to safety in almost every aspect of Subaru design. From a uniquely poised All-Wheel Drive system, to a one-of-a-kind engine that can help protect you in an accident, we’ve created each of our vehicles with active and passive safety systems that make a Subaru—in a worst-case scenario—one of your best possible bets. This passionate commitment to your confidence was the reason Subaru was the only manufacturer to have each of its models tested named a 2010 IIHS Top Safety Pick, and why we continue to win safety accolades year after year.

It’s more than engineering. It’s a promise.

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**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 technologies 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 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 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 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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1. 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, 20-mile per hour rear-impact test, and roof-strength test. For more information, contact III at 1-800-222-1222 or visit their website at www.iihs.org.

2. Always wear seatbelts. Children should be properly restrained in the rear seat.
Subaru vehicles have higher predicted resale value than Honda, Mazda, Nissan, Toyota, or VW.

— Based on ALG’s 2010 Residual Value Awards Brand Rankings for Mainstream Brands

Life shouldn’t always play in fast forward.
**Make your Subaru truly yours.**

- **All-weather Floor Mats**
  - Custom-fit, 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.

- **Auto-dimming Mirror with Compass and HomeLink®**
  - Mirror darkens when headlights are detected.
  - Includes a compass and three HomeLink buttons programmable for most garage-door openers and other HomeLink-compatible devices.

- **Moonroof Air Deflector**
  - Helps reduce wind noise and sun glare.

- **Body Side Moldings**
  - Custom-fitted, heavy-gauge floor mats help protect your vehicle’s carpet from sand, dirt and moisture.

- **Hood Protector**
  - Matches contours of the hood and helps protect it from stone chips and bugs.

- **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.

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

- **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.

- **Remote Engine Starter**
  - Allows a vehicle to start from the convenience of home or the office (up to 400 ft away depending on obstructions) so that the vehicle’s interior temperature is more comfortable. Remote controls when vehicle engine has been started.

- **Roof Carrier Bars**
  - Can be installed or removed in minutes. Fits 4-door and 5-door models, and are compatible with most Genuine Subaru roof attachments and carriers.
  - Increased wind noise may be experienced when Roof Carrier Bars are installed and obscured by opened windows. If wind noise is encountered, Roof Carrier Bars should be removed when not in use.

- **Remote Engine Starter**
  - Programmable for most garage-door openers and carriers.

- **Compass and HomeLink®**
  - 4-door and 5-door models, and are compatible with most garage-door openers and carriers.

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

- **Side Mirror**
  - Not intended for use over top of carpeted floor mats.

- **Roof Carrier Bars**
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**SEATING AND TRIM**
- 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 L.E.D.-illuminated front storage tray and 12-volt power outlet
- Burled wood and lacquer glove box
- Cargo area lid and grocery-bag hooks (5-door)
- Rear trunk deck and rear cargo area cover (5-door)
- Removable cargo area tray

**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 L.E.D.-illuminated front storage tray and 12-volt power outlet

**INSTRUMENTATION**
- Digital clock and digital and fuel gauges
- Digital odometer and lockable glove box
- Digital trip computer displaying average fuel economy, digital clock and ambient temperature

**AUDIO AND COMMUNICATION SYSTEMS**
- 6-speaker audio system with single-disc in-dash CD player and MP3/WMA playback capability
- 6-speaker audio system with single-disc in-dash CD player, iPod® control, and Bluetooth® hands-free phone and audio streaming connectivity
- TomTom® Navigation System®4 integrated 8-speaker audio system with single-disc in-dash CD/DVD5 player with MP3/WMA playback capability and detachable TomTom® touch-screen navigation system with 4.3-inch high-resolution screen, iPod® control, Bluetooth® hands-free phone connectivity, and TomTom® Traffic®
- Sirius® Satellite Radio®
- XM® Satellite Radio®

**CLIMATE CONTROL**
- Manually adjustable CFC-free air-conditioning system with rear defrost, fan and air direction

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**SECURITY**
- Anti-theft security system with alarm back-up electric stop
- Anti-theft security system
- Engine immobilizer

**SAFETY**
- Subaru Symmetrical All-Wheel Drive (AWD)
- STANDARD engine
- Vehicle Dynamics Control (VDC)
- Tire Pressure Monitoring System (TPMS)

**PASSAGE**
- Subaru advanced front airbag system with driver’s and front passenger’s front airbags (SRS)3
- Side-curtain airbags protecting front and rear outboard occupants (SRS)2
- Seal-mounted front side-impact airbags (SRS)2
- Height-adjustable active front seat head restraints
- Three individual rear head restraints
- Height-adjustable 3-point rear 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
- Ring-shaped Reinforcement Frame body structure

**OPTIONAL EQUIPMENT**
- 4-speed electronic direct-control automatic transmission with manual shift mode
- TomTom® Navigation System4: Integrated 6-speaker audio system with single-disc in-dash CD/DVD5 player with MP3/WMA playback capability and 4-channel in-dash MTX® touch screen navigation system with 4.3-inch high-resolution screen, iPod® control, Bluetooth® hands-free phone connectivity, and TomTom® Traffic®
- Power Moonroof Package
- Power sliding glass moonroof, fog lights and All-Weather Package
- Windshield wiper de-ice, heated side mirrors and heated front seats
- Power Moonroofs and TomTom® Navigation System
- Power sliding glass moonroof, TomTom® Navigation System

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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.
2.5i

- 173 hp 2.5-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional 4-speed automatic transmission with manual mode
- 16-inch steel wheels with covers
- Cloth upholstery
- 6-way manually adjustable driver’s seat, 4-way manually adjustable front passenger’s seat
- Standard audio system with CD player with MP3/WMA playback capability and SIRIUS®XM™ Satellite Radio capability

2.5i Premium

- 173 hp 2.5-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional 4-speed automatic transmission with manual mode
- 18-inch aluminum-alloy wheels
- Cloth upholstery
- Leather-wrapped 3-spoke steering wheel
- 6-way manually adjustable driver’s seat, 4-way manually adjustable front passenger’s seat
- Standard audio system with CD player with MP3/WMA playback capability, iPod® control and SIRIUS®XM™ Satellite Radio capability
- Bluetooth® hands-free phone and streaming audio connectivity
- Optional Power Moonroof Value Package
- Optional TouchTreact® Navigation System

Outback Sport

- 170 hp 2.5-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- Raised suspension
- 5-speed manual transmission or optional 4-speed automatic transmission with manual mode
- 17-inch aluminum-alloy wheels
- Fog lights
- Roof Carrier Bars
- Front and rear bumper guards
- Body side moldings
- Cloth upholstery
- Leather-wrapped 3-spoke steering wheel
- 6-way manually adjustable driver’s seat, 4-way manually adjustable front passenger’s seat
- Standard audio system with CD player with MP3/WMA playback capability, iPod® control and SIRIUS®XM™ Satellite Radio capability
- Bluetooth® hands-free phone and streaming audio connectivity
- Sampo-arka tray
- All-Weather Package
- Optional Power Moonroof and TouchTreact® Navigation System

Upholstery

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

Paint

- Satin White Pearl
- Spark Silver Metallic
- Sky Blue Metallic
- Paprika Red Pearl
- Camelia Red Pearl
- Marine Blue Pearl
- Dark Gray Metallic
- Obsidian Black Pearl
- Steel Silver Metallic/Spark Silver Metallic
- Sage Green Metallic

Table: Color Combinations

<table>
<thead>
<tr>
<th>Paint Color</th>
<th>2.5i Premium</th>
<th>Outback Sport</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
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</tbody>
</table>

* SIRIUS® and XM® Satellite Radio available as an accessory. Satellite radio service and required monthly subscription sold separately. See your dealer.
The Impreza is designed for maximum enjoyment out on the road, but at Subaru, we put just as much emphasis on minimizing our impact on the world around us. First, we build vehicles for maximum durability, because more time spent on the road is less time in a landfill. It’s why 95% of the vehicles we’ve built in the last 10 years are still on the road today. We also work diligently to cut waste 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. 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 vehicles achieve Partial Zero Emission Vehicle—PZEV—status. Our commitment to reducing pollution extends to everything we do.

1 Based on R. L. Polk & Co. registration data in the U.S. 1999 to 2009. 2 2011 Forester, Legacy and Outback 2.5L non-turbo models certified as Partial Zero Emission Vehicle (PZEV) are available in all 50 states. Only those sold and registered in California, Connecticut, Maine, Maryland, Massachusetts, New Jersey, New Mexico, New York, Rhode Island and Vermont will be eligible for the 15 years/150,000 mile emission warranty.

Subaru reminds you to always properly restrain pets during transport. Vehicle depicted on front cover not in motion.