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

Responsible. Reliable.
Ready to join the family.

At Subaru, we’re committed to building a lasting, rewarding relationship with you and the world we share. We start by building our vehicles to last—it’s why 96% of all the vehicles we’ve built in the last 10 years are still on the road today.1 We also share your desire for a cleaner, greener world. The Forester, Impreza, Legacy and Outback have all been recognized with Partial Zero Emission Vehicle—PZEV—status because of their exceptionally low emissions. What’s more, 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.


2012
Impreza

The brochure is printed on recycled paper. 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 46 trees preserved for the future; 133 lbs of water-borne waste not created; 19,503 gallons wastewater flow saved; 2,158 lbs of solid waste not generated; 4,249 lbs of net greenhouse gases prevented; 32,521,000 BTUs of energy not consumed.

For more information on our efforts to keep it cleaner and greener, visit subaru.com/environment.
Efficient

From body frame to drivetrain, we’ve focused the design of the new Impreza on saving fuel. And at 36 miles per gallon, it’s the most fuel-efficient all-wheel drive vehicle in America.¹

Spacious

A new, cabin-forward design has opened up the interior and made this the most spacious Impreza ever. It means more room for you, all your passengers and your cargo.

Fun

Zippy handling. Punchy acceleration. Comfy seating. Combine these with cool technology and engaging features, and you’ll never want to park.

Capable

Only a handful of compact cars offer all-wheel drive. And none of them offers the legendary traction of Subaru Symmetrical All-Wheel Drive—except the Impreza.

¹ Manufacturer estimated fuel economy for 2012 Subaru Impreza 2.0i CVT at 36 highway MPG. Comparison based upon EPA estimated highway fuel economy for all 2011 AWD vehicles. Actual mileage may vary.


The All-new 2012 Subaru Impreza

A new car is a big commitment, but wait until you find out just how committed the all-new Impreza will be to you. Not only will it help you save at the pump, it’ll reward you on the road with more comfort and versatility. And you know you can count on its trademark Subaru control and durability to last.
Never underestimate the power of play.
Sips fuel. Relishes every ride.
Interior Features

Inside, the new Impreza is loaded with available features that put control at your fingertips and technology at your service. Thoughtful things like steering-wheel-mounted controls and automatic climate control mean you can focus more on driving and less on fiddling. Let the high-resolution navigation system guide you, while you guide the music with iPod® control. Hear a song you like on the radio? You can tag it for purchase with iTunes® tagging.
Settle in. Fall in love.
It’s compact,  
but your world won’t be.
Fits more, so you can do more.
Serious.

Fuel Efficiency

36 MPG means you'll be able to drive the new Impreza more than 500 miles between fill-ups. Road trip anyone? And expect to enjoy those miles more, thanks to the smooth-performing efficiency of Lineartronic® CVT and a new SUBARU BOXER® engine with better low-end response.

Added Safety

New features and design take trademark Subaru safety to the next level. We’ve strengthened the body structure by using more high-tensile steel, and we’ve added a driver’s knee airbag to help protect the lower extremities of the driver.1

Subaru Symmetrical AWD

All-wheel drive isn’t just for SUVs and road-hugging sports cars. The Impreza gives you the confidence-inspiring stability and traction of Subaru AWD with exceptional efficiency. You’ll discover how many opportunities open up when your limitations fade away.

More space. More rewards.

It’s still compact on the outside, but the new Impreza is a pretty big deal. It’s big on shoulder room and legroom—even for rear seat passengers. It’s big on cargo room with up to 52.4 cubic feet of easy-access space. And it’s big on interior rewards with generous use of soft-touch materials and modern, refined design.

Enjoyment.

Redesigned Suspension

Curvy roads will be your new best friends. The Impreza will dial up your drive with exciting agility and precision, thanks to a new suspension design that’s added pillow ball bushings to the double wishbone rear suspension—making it lighter and more responsive.

Bluetooth® Hands-free

Stay connected, stay entertained, but keep your hands where they belong. The new Impreza is available with both Bluetooth hands-free calling and Bluetooth audio streaming—allowing you to make calls and stream music—all without wires.

Added Safety

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Redesigned Suspension

Curvy roads will be your new best friends. The Impreza will dial up your drive with exciting agility and precision, thanks to a new suspension design that’s added pillow ball bushings to the double wishbone rear suspension—making it lighter and more responsive.
Which Impreza is yours?

2.0i 4-door and 5-door

- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic CVT (Continuously Variable Transmission)
- 15-inch steel wheels with covers
- Cloth upholstery
- 4-way manually adjustable driver’s seat
- 4-way manually adjustable front-passenger’s seat
- Multi-function Display

2.0i Premium 4-door and 5-door

- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- Cloth upholstery
- 4-way manually adjustable driver’s seat
- 4-way manually adjustable front-passenger’s seat
- 16-inch aluminum-alloy wheels
- Body-color side mirrors
- 6-speaker single-CD audio system with USB port/ iPod® control and Bluetooth® connectivity
- Electronic cruise control
- Optional Alloy Wheel Package
- Optional All-Weather Package

2.0i Limited 4-door and 5-door

- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- Optional Navigation System
- Lineartronic CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- 17-inch aluminum-alloy wheels
- Fog lights
- Leather-trimmed upholstery
- Automatic climate control system
- 6-speaker single-CD audio system with HD Radio®, USB port/iPod® control and Bluetooth® connectivity
- Auto-on/off headlights
- Multi-function Display
- All-Weather Package

2.0i Sport Premium 5-door

- 145-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- Fog lights
- 17-inch aluminum-alloy wheels with gray finish
- Rear rails, black finish
- Striped cloth upholstery
- 6-speaker single-CD audio system with USB port/iPod® control and Bluetooth® connectivity
- 4-way manually adjustable driver’s seat
- 4-way manually adjustable front-passenger’s seat
- Leather-trimmed upholstery
- Automatic climate control
- 6-speaker single-CD audio system with HD Radio®, USB port/iPod® control and Bluetooth® connectivity
- All-Weather Package

2.0i Sport Limited 5-door

- 145-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- Fog lights
- 17-inch aluminum-alloy wheels with gray finish
- Roof rails, black finish
- 4-way manually adjustable driver’s seat
- 4-way manually adjustable front-passenger’s seat
- All-Weather Package
- Lineartronic CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- Leather-trimmed upholstery
- Automatic climate control
- 6-speaker single-CD audio system with HD Radio®, USB port/iPod® control and Bluetooth® connectivity
- All-Weather Package

Specifications

2.0i

- Engine: 2.0-liter DOHC aluminum-alloy 16-valve horizontally opposed 4-cylinder SUBARU BOXER® engine with Dual Active Valve Control System
- Torque: 145 lb-ft @ 4,200 rpm
- Manual transmission: CVT (Continuously Variable Transmission)
- Fuel economy: 27/36/30 mpg (4-door and 5-door)
- Standard: 5-speed manual transmission or optional Lineartronic CVT (Continuously Variable Transmission)
- Automatic transmission: Lineartronic CVT (Continuously Variable Transmission)
- Fuel requirement: Unleaded gasoline (87 octane)
- Fuel capacity: 14.5 gallons

2.0i Sport

- Engine: 2.0-liter DOHC aluminum-alloy 16-valve horizontally opposed 4-cylinder SUBARU BOXER® engine with Dual Active Valve Control System
- Torque: 145 lb-ft @ 4,200 rpm
- Manual transmission: CVT (Continuously Variable Transmission)
- Fuel economy: 25/34/28 mpg (4-door and 5-door)
- Standard: 5-speed manual transmission or optional Lineartronic CVT (Continuously Variable Transmission)
- Automatic transmission: Lineartronic CVT (Continuously Variable Transmission)
- Fuel requirement: Unleaded gasoline (87 octane)
- Fuel capacity: 14.5 gallons

Trim Levels

- Lineartronic CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- 17-inch aluminum-alloy wheels
- Body-color side mirrors
- 6-speaker single-CD audio system with USB port/iPod® control and Bluetooth® connectivity
- Automatic climate control
- 6-speaker single-CD audio system with HD Radio®, USB port/iPod® control and Bluetooth® connectivity
- Auto-on/off headlights
- Multi-function Display
- All-Weather Package

Warranties

New Car Limited Warranty
3 years or 36,000 miles, whichever comes first.

Powertrain Limited Warranty
3 years or 36,000 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.
SAFETY

ACTIVE

Subaru Symmetrical All-Wheel Drive® (AWD)

SMBAR® BOXER® engine

4-wheel anti-lock brakes (ABS) with Electronic Brake-force Distribution (EBD)

Brake Assist

Vehicle Dynamics Control (VDC)

Traction Control System (TCS)

Tire Pressure Monitoring System (TPMS)

Daytime Running Lights (DRL)

PAUSE

Dual-stage deployment driver and front-passenger front airbags (SRS)*

Subaru advanced front airbag system (SRS)®

Side-curtain airbags protecting front and rear outboard occupants (SRS)*

Seat-mounted front-side impact airbags (SRS)*

Driver’s side-lower airbag (SRS)*

Whiplash protection front seats

Height-adjustable front seat head restraints

Three individual rear seat head restraints

Height-adjustable 3-point front seatbelts with pretensioners and force limiters. 3-point rear seatbelts at all seating positions.

LATCH System Lower Anchors and Tethers for Children

OPTIONAL EQUIPMENT

Lineartronic® CVT (Continuously Variable Transmission)

Power winding glass moonroof

Navigation System: Voice-activated 6.1-inch high-resolution touch-screen GPS navigation system and 6-speaker single-CD audio system with USB/Port Ready control, HD Radio®, with Tuner tapping, SMS text messaging capability, XM Satellite Radio® and XM NavTraffic, Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack

Alloy Wheel Package: 17-inch alloy wheels, single exhaust outlet with stainless tip (4-door), leather-wrapped steering wheel and shifter handle

All-Wheel Package: Windshield wiper de-icer, heated side mirrors and heated front seats

• Standard • Option • Not equiped • Available dealer-installed accessory

1. 2012 Subaru 2.0 and Forester, Outback, Legacy 2.5 non-turbo models achieving a Partial Zero Emission Vehicle (PZEV) rating by the California Air Resources Board are available in all 50 states. Only those registered in California, Colorado, Connecticut, Maryland, Massachusetts, New Jersey, New York, Rhode Island and Vermont will be eligible for the 15 years/150,000 mile emission warranty. Oregon, Pennsylvania, and Washington vehicles are not covered under PZEV emissions control standards. See your warranty documentation booklet for additional information. 2. 2012 2.0i AWD fuel economy estimates. Actual mileage may vary. 3. Included in All-Wheel Package. See Optional Equipment listing above. 4. The Supplemental Restraint System (SRS) (airbags) affords the driver and the front and rear outboard passengers additional protection in moderate to severe frontal and 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 the rear seat. 5. Requires optional rearview monitor. 6. Requires optional rearview monitor and All-Wheel Packages. 7. Activation and required monthly subscription sold separately. Includes 3-month trial subscription, then your pipe. 8. Requires optional rearview monitor and All-Wheel Packages. 9. Some images shown are for illustrative 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 to subaru.com. Some equipment shown in photographs in this brochure is optional at extra cost. Specific options may or may not be available in combination with other options. Specific combinations of equipment for features shown may not be available. 10. This vehicle supports onstar.com as a place to submit a vehicle to be recycled. Recycling of vehicle materials may result in the disposal of hazardous automotive emissions, heavy metals and other substances. 11. This vehicle was designed and fabricated in Japan. The vehicle or any components, may contain parts manufactured in another country which may contain hazardous materials. 12. This vehicle is covered by a limited warranty. Please see your Subaru dealer for complete warranty information. 13. A warranty from Subaru of America, Inc. as available only on cars sold to the first retail purchaser through an authorized Subaru dealer in the continental U.S. or Alaska. Subaru, Boxer, SUBARU BOXER, Lineartronic, and Lineartronic CVT are registered trademarks. Concourse is an exhibit of the American Automobile Manufacturer. Subaru is a registered trademark of Fuji Heavy Industries, Ltd. BMW is a registered trademark of BMW AG. MINI is a registered trademark of BMW AG. "Subaru" is a registered trademark of Fuji Heavy Industries, Ltd. Confidence in Motion is a trademark of Fuji Heavy Industries, Ltd. Bluetooth is a registered trademark of Bluetooth SIG, Inc. iDrive is a registered trademark of BMW AG. iPod and iPhone are registered trademarks of Apple Inc. For more information, contact your Subaru dealer or log to subaru.com.

Which wheels?
Make your Impreza truly yours.

All-weather Floor Mats
Custom-fitted heavy gauge floor mats help protect the vehicle carpet from sand, dirt, and moisture. Not intended for use over top of carpeted floor mats.

Body Side Moldings
Attractive, color-matched moldings coordinate with the styling of the vehicle while helping to protect doors from unsightly dings.

Front Underspoiler
Two-piece design integrates into the front end to help create a unique, custom appearance. The Front Underspoilers are pre-painted and easily installed onto the front end of all Impreza models.

Side Window Visors
Designed to let the fresh air in while helping to keep the rain out of the vehicle. Black acrylic plastic construction is designed specifically for an exact fit on the Impreza models.

Auto-dimming Mirror with 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.

Rear Cargo Tray
Helps protect cargo area from dirt and spills while providing a surface that helps reduce the shifting of cargo when driving. Also available for Impreza 4-door models.

Paint
- Satin White Pearl
- Ice Silver Metallic
- Sky Blue Metallic
- Camellia Red Pearl
- Deep Cherry Pearl
- Marine Blue Pearl
- Sky Blue Metallic/Ice Silver Metallic
- Obsidian Black Pearl
- Sage Green Metallic/Ice Silver Metallic

Upholstery
- Ivory Tricot (IT)
- Ivory Striped Cloth (ISC)
- Black Tricot (BT)
- Black Striped Cloth (BSC)
- Black Leather (BL)
- Ivory Leather (IL)

Color Combinations

<table>
<thead>
<tr>
<th>Paint</th>
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<th>2.0i SPORT PREMIUM</th>
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