Find out more about our efforts to keep it cleaner and greener.

subaru.com/environment

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

It’s the ultimate way to get to know the Impreza on your terms. Get up close and personal with color configurators, videos, 360-views, interactive content and so much more.

Take a Guided Tour

Online: tour.subaru.com/Impreza2016

App Store: tour.subaru.com/Imprezaapp

2016 Impreza

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A thrill that makes perfect sense.

You’ll be hooked from the start in the 2016 Impreza. Clearly the smart choice, it achieves an impressive 37 highway MPG with standard Subaru Symmetrical All-Wheel Drive. It’s also exceptionally reliable, considering that 95% of all Subaru vehicles sold in the last 10 years are still on the road today. It’s flexible with a 4- or 5-door body style to fit your plans, and it’s loaded with great entertainment perks like the standard SUBARU STARLINK™ in-vehicle technology featuring Pandora®, iHeart® Radio, Stitcher™ and Aha™. Impreza. It’s not just a car. It’s a Subaru.

1 EPA estimated fuel economy for 2016 Impreza 2.0i non-Sport models with CVT at 37 highway MPG. Actual mileage may vary. 2 Based on IHS Automotive, Polk U.S. Total Registrations MY2005–October 2014. 3 Compatible smartphone and applications required. For applications to operate, latest version of each application is required. Data provided by smartphone is displayed on the audio system screen. Some state laws prohibit the operation of handheld electronic devices while operating a vehicle. Smartphone app should only be launched when vehicle is safely parked. Your wireless carrier’s rates may apply.
Kelley Blue Book’s KBB.com named the 2015 Subaru Impreza Best Resale Value in its class.

Efficient

At 37 highway MPG with standard Subaru Symmetrical All-Wheel Drive, the Impreza is a rare combination of great fuel economy and outstanding capability. Plus its efficient Lineartronic® CVT (Continuously Variable Transmission) helps ensure you’ll get optimal MPG out of its SUBARU BOXER® engine.

Engaging

Standard SUBARU STARLINK™ in-vehicle technology offers nearly unlimited entertainment and information choices. It can even display incoming texts on screen, so you can stay in touch without having to pick up your phone! Plus touchscreen audio systems on every Impreza keep your tunes at the ready, while you keep your focus on the road.

Fun

There’s a lot of fun to be had behind the wheel of the Impreza. Its double wishbone rear suspension keeps it agile in the corners, while standard Subaru Symmetrical All-Wheel Drive supplies the control and confidence you need to let loose and really enjoy the ride.

Safe

The available EyeSight® Driver Assist Technology® warns you of trouble and can intervene to help you avoid it. You’ll also enjoy added peace of mind with the standard Rear-Vision Camera and the available all-new SUBARU STARLINK™ Safety and Security connected services to help keep you and your Subaru safe and sound!

Safe

Standard SUBARU STARLINK™ in-vehicle technology offers nearly unlimited entertainment and information choices. It can even display incoming texts on screen, so you can stay in touch without having to pick up your phone! Plus touchscreen audio systems on every Impreza keep your tunes at the ready, while you keep your focus on the road.

Engaging

There’s a lot of fun to be had behind the wheel of the Impreza. Its double wishbone rear suspension keeps it agile in the corners, while standard Subaru Symmetrical All-Wheel Drive supplies the control and confidence you need to let loose and really enjoy the ride.

Impreza 2.0i Limited in Venetian Red Pearl with optional equipment.
Plenty of ways to play.

Impreza 2.0i Limited with Ivory Leather and optional equipment.

Interior Features

Loaded with optimum entertainment potential, the Impreza includes standard perks like SUBARU STARLINK™ in-vehicle technology with quick access to multimedia options, including apps like Pandora®, iHeartRadio, Stitcher® and Aha.² Plus it’ll read or display incoming texts! so you can stay connected without taking your focus from the road, and it can be controlled via voice commands, steering-wheel-mounted controls or the high-definition touchscreen.

Now there’s also the all-new available SUBARU STARLINK™ Safety and Security connected services to keep you and your Subaru safe and sound.³ The audio system offers full, rich audio for your favorite tunes, while the available touchscreen navigation system provides the same comfortable pinch-and-rotate functionality you enjoy on your smartphone and tablet.

1 Compatible smartphone and applications required. For applications to operate, latest version of each application is required. Data provided by smartphone is displayed on the audio system screen. Some state laws prohibit the operation of handheld electronic devices while operating a vehicle. Smartphone apps should only be launched when vehicle is safely parked. Your wireless carrier’s rates may apply. 2 STARLINK can read incoming texts out loud when the vehicle is traveling at speeds over 5 miles per hour, and can display incoming texts on screen when the vehicle is traveling at speeds lower than 5 miles per hour. 7.0” system required. 3 Activation and required subscription sold separately. Includes one-year trial subscription. See your retailer for details.
There are very few limitations in the 2016 Impreza. Enjoy up to 96.9 cubic feet of passenger space with the 4-door and up to 97.5 cubic feet in the 5-door. Plus you can adjust the 60/40-split flat-folding rear seatbacks in an instant to accommodate longer items and a rear passenger on the same trip. There’s also the available leather-trimmed steering wheel, shift knob and seats to help make the cabin even more comfortable.

Lots of room. Lots of potential.

There are very few limitations in the 2016 Impreza. Enjoy up to 96.9 cubic feet of passenger space with the 4-door and up to 97.5 cubic feet in the 5-door. Plus you can adjust the 60/40-split flat-folding rear seatbacks in an instant to accommodate longer items and a rear passenger on the same trip. There’s also the available leather-trimmed steering wheel, shift knob and seats to help make the cabin even more comfortable.
EyeSight is a driver assist technology, which may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors such as vehicle maintenance, weather and road conditions. See Owner’s Manual for complete details on system operation and limitations. Please remember to turn off EyeSight when going through a carwash.

An extra set of eyes 
every time you drive.

Pre-Collision Braking
A driver ahead unexpectedly hits the brakes or cuts you off. EyeSight® warns you, applies the brakes to help avoid it, and at lower speeds can even help you stop your Subaru.

Adaptive Cruise Control
Traffic doesn’t always flow, so EyeSight® doesn’t only keep a set speed. The system looks ahead and helps the Subaru automatically adjust to keep your distance, even in stop-and-go highway traffic.

Pre-Collision Throttle Management
If you put the car in Drive instead of Reverse and EyeSight® sees an object in your path, it cuts power to help you avoid accelerating into it.

Lane Departure and Sway Warning
You accidentally drift to the edge of your lane and begin to cross into another. EyeSight® watches for lane markers and chimes to warn you before you leave your lane.
A car **you can trust to protect.**

**Safety from all sides.**

As the only manufacturer with IIHS Top Safety Picks for all models for the last six years (2010–2015), the 2016 Impreza comes from a long line of vehicles proven to protect. You can count on the added awareness of the standard Rear-Vision Camera, the protection of seven standard airbags and the reassurance of the all-new SUBARU STARLINK™ Safety and Security connected services with instant access to help when you need it most 24/7, 365 days a year.

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**Rear-Vision Camera**

Before you can avoid danger, you have to see it coming. The Impreza features a standard Rear-Vision Camera that gives you a clearer view of the area behind your vehicle, so you can be in charge of your surroundings.

---

**Airbags**

To help keep occupants safe, we included seven standard airbags, including a driver’s knee airbag to help reduce injuries in the event of a crash.

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**Ring-shaped Reinforcement Frame**

The Ring-shaped Reinforcement Frame strengthens the passenger cabin from the roof to the doors, pillars and floor. This design helps to divert and dissipate impact energy away from the occupants in a collision.

---

**SUBARU STARLINK™ Safety and Security**

STARLINK™ Safety and Security connected services can promptly send first responders when an airbag deploys, help police locate your vehicle if it’s stolen and lots more.

---

"Five-star crash safety rating."

— National Highway Traffic Safety Administration (NHTSA)

---

1. Always wear seatbelts. Children should be properly restrained in the rear seat. 2 Activation and required subscription sold separately. Includes one-year trial subscription. See your retailer for details. 3 Star ratings are part of the U.S. Department of Transportation’s SaferCar.gov program (www.safercar.gov).
The best-selling all-wheel drive car in its segment for the past 10 years.1

“A roomy interior, a commendable ride/ handling balance and standard all-wheel drive make the 2013 Subaru Impreza a solid choice for an all-season compact sedan or hatchback.”

Edmunds.com, 2015 Subaru Impreza Review

Subaru Impreza was named a Best Back-To-School Car of 2015 from Kelley Blue Book’s KBB.com.1

“Want an affordable and fuel-efficient compact car with all-wheel-drive? Subaru’s Impreza sedan and hatchback are your best options.”

Leff.net News.com, 2015 Subaru Impreza Review

“It’s hard to find a gasoline-powered AWD car with good fuel economy, but the 2015 Subaru Impreza manages this trick quite nicely.”

KBB.com, 2015 Subaru Impreza Review

The most fuel-efficient AWD compact car in America.2

---

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) with manual-mode paddle shifters
• 15-inch steel wheels with covers
• Rear spoiler
• Cloth upholstery
• 6-way manually adjustable driver’s seat, 4-way manually adjustable front passenger’s seat.
• SUBARU STARLINK™ 6.2” Multimedia system with Pandora®, iHeart® Radio, Stitcher® and Aha® smartphone app integration¹, high-resolution LCD touchscreen display, 6 speakers, AM/FM/CD player, HD Radio® with Tune™ tagging capability, USB port/ iPod® control, Bluetooth® audio streaming and hands-free connectivity, and 3.5-mm auxiliary jack
• Manually adjustable air conditioning with auto function
• Electronic cruise control
• Rear Vision Camera

2.0i Premium 4-door and 5-door
Includes 2.0i key features and adds:
• Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
• 16-inch aluminum-alloy wheels
• Body-color side mirrors
• SUBARU STARLINK™ 6.2” Multimedia system with Pandora®, iHeart® Radio, Stitcher® and Aha® smartphone app integration¹, high-resolution LCD touchscreen display, 6 speakers, AM/FM/CD player, HD Radio® with Tune™ tagging capability, USB port/ iPod® control, Bluetooth® audio streaming and hands-free connectivity, and 3.5-mm auxiliary jack
• All-Wheel Passengers: Heated exterior mirrors, dual-mode heated front seats, windshield wiper de-icer

2.0i Limited 4-door and 5-door
Includes 2.0i Premium key features and adds:
• 17-inch aluminum-alloy wheels
• Fog lights
• Body-color side mirrors with integrated turn signals
• Leather-trimmed upholstery
• Leather-wrapped steering wheel and shifter handle
• Automatic climate control system
• SUBARU STARLINK™ 7.0” Multimedia Plus system with Pandora®, iHeart® Radio, Stitcher® and Aha® smartphone app integration¹, high-resolution LCD touchscreen display, voice-activated controls, 6 speakers, AM/FM/CD player, HD Radio® with Tune™ tagging capability, USB port/ iPod® control, SiriusXM® Satellite Radio® and Travel Link™, Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack
• Auto-on/off headlights
• Welcome lighting

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1 2 For more information, visit www.KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 3 Based on NADAS Autotrader All-Wheel Drive Cars in the Non- Luxury Traditional Compact segment 11-0715-0100 and YTD June 2014. 4 Based on EPA estimated highway fuel economy for 2016 model vehicles sold under the KBB.com, Kelley Blue Book Non-Luxury Traditional Compact segment excludes BEVs, Hybrid Vehicles, Model Change only. For Activation to operate, latest version of each application is required. Data provided by smartphone and internet connection. USB port/iPod® control, SiriusXM® Satellite Radio® and Travel Link™, Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack vary by model, where applicable, based on incremental contract activations. For Activation to operate, latest version of each application is required. Data provided by smartphone and internet connection. Use of this feature requires activation, which will expire after one year. Vehicles with original activation may include one hotel stay. 5 Activation and required monthly subscription sold separately, includes 6-month trial subscription. See your retailer. 6 Activation and required subscription sold separately. Includes one-year trial subscription. See your retailer for details.
2016 Impreza | Specifications

**Engine and Drivetrain**

<table>
<thead>
<tr>
<th></th>
<th>2.0i</th>
<th>2.0i Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>**Power</td>
<td>Torque**</td>
<td>2.0-liter DOHC aluminum-alloy 16-valve horizontally opposed 4-cylinder SUBARU BOXER® engine with Dual Active Valve Control System. 148 hp @ 6,200 rpm</td>
</tr>
<tr>
<td><strong>Transmission</strong></td>
<td>Fully synchronized 5-speed manual with Incline Start Assist.</td>
<td>2.0i and 2.0i Sport Premium: Standard. 2.0i Premium, 2.0i Limited and 2.0i Sport Limited: N/A.</td>
</tr>
<tr>
<td><strong>CA Emissions</strong></td>
<td>LEVI FZEV1</td>
<td>+</td>
</tr>
</tbody>
</table>

**Traction and Stability**

- **All-Wheel drive type**: Subaru Symmetrical All-Wheel Drive +
- **Vehicle Dynamics Control (VDC)**: Standard VDC electronic stability control utilizes sensors, which constantly monitor wheel speeds, 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 or reduces engine torque to help correct vehicle path. +
- **Traction Control System (TCS)**: VDC also incorporates an all-wheel, all-speed traction control system that senses a loss of traction and applies braking force to the slipping wheel or wheels as necessary to maintain vehicle motion. +

**Fuel**

- **Economy**: city/highway/combinedφ Manual: 25/36/30 mpg CVT: 24/36/31 mpg
- **Fuel Requirement**: Unleaded gasoline [87 octane] +
- **Fuel Capacity**: 15.4-gallon +

**Chassis**

- **Steering**: Electric power-assisted quick-ratio rack-and-pinion. Turning circle: 34.8 feet. +
- **Suspension**: 4-wheel independent. Front: MacPherson strut type. Stabilizer bar. Rear: Dual wishbone. Stabilizer bar: [2.0i: Front stabilizer bar only] +

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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 and detailed product information, log on to www.subaru.com. Some equipment shown in this brochure 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.

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### 2016 Impreza | Equipment

#### Exterior

<table>
<thead>
<tr>
<th>Feature</th>
<th>2.0i</th>
<th>2.0i Premium</th>
<th>2.0i Limited</th>
<th>2.0i Sport Premium</th>
<th>2.0i Sport Limited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fog lights</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Steering-responsive fog lights (when equipped with optional Eyesight™ Driver Assist Technology)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Black folding side mirrors</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Body-color folding side mirrors</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Body-color folding side mirrors with integrated turn signals</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Body-color door handles</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Body-color door handles with chrome accents</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Heated side mirrors and windshield wiper de-icer (All-Weather Package)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Power tilt/sliding-glass moonroof (95% UVA and 99% UVB light reducing)†</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Single exhaust outlet with stainless tip (4-door)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

#### Seating and Trim

- 6-way manually adjustable driver's seat, 4-way manually adjustable front-passenger's seat.
- Heated front seats (All-Weather Package).
- 40/60-split flat-folding rear seatbacks.
- Leather-trimmed steering wheel with silver stitching.
- Leather-wrapped automatic transmission shifter handle.
- Tinted or Striped cloth upholstery.
- Leather-trimmed upholstery.

#### Convenience Features

- Keyless Access with Push-button Start and PIN-code vehicle access:
- Welcome lighting (when approaching or departing vehicle).
- One-touch lane change feature.
- Auto-on/off headlights.
- Driver's auto-up/down power window.
- Electronic cruise control.
- 3-spoke steering wheel with audio system, Bluetooth®, cruise control or (if equipped) Eyesight™ adaptive cruise control buttons.
- Automatic transmission manual-mode paddle shifters.
- Manually adjustable tilting/telescoping steering column.
- Center console with sliding armrest lid.

#### Audio System

- SUBARU STARLINK™ 6.2” Multimedia system with Pandora®, iHeart® Radio, Stitcher® and Aha® smartphone app integration, high-resolution LCD touchscreen display, AM/FM/CD player, HD Radio® with iHeart® tagging capability, USB port/PinPoint control, Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack.
- SUBARU STARLINK™ 7.0” Multimedia Plus system with Pandora®, iHeart® Radio, Stitcher® and Aha® smartphone app integration, high-definition LCD touchscreen display, voice-activated controls, AM/FM/CD player, HD Radio® with iHeart® tagging capability, USB port/PinPoint control, SiriusXM® Satellite Radio® and Travel Link®, Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack.
- Subaru advanced front airbag system (SRS®) and EyeSight™ Driver Assist Technology enabled.
- Subaru advanced front airbag system (SRS®) and EyeSight™ Driver Assist Technology (when equipped with optional EyeSight™ Driver Assist Technology).
- Dual-stage deployment driver and front-passenger front airbags (SRS®) and EyeSight™ Driver Assist Technology.
- Side-curtain airbags protecting front and rear outboard occupants (SRS®) and EyeSight™ Driver Assist Technology.
- Seal-mounted front side impact airbags (SRS®) and EyeSight™ Driver Assist Technology.
- Side-rear view monitor.
- Whip-pants center high-mounted brake light.
- Height-adjustable front-seat head rests.
- Three individual rear-seat headrests.
- Height-adjustable 3-point front seatbelts with pretensioners and force limitters, 3-point seatbelts at all rear seating positions.
- LATCH system: Lower Anchors and Tethers for Children.

#### Optional Equipment

- SUBARU STARLINK™ Safety Plus & Security Plus connected services:
- Subaru’s exclusive sub-911® Assist, which can be used to connect with emergency services, and High Beam Assist.
- Driver Assist Technology:
- Subaru’s advanced EyeSight™ Driver Assist Technology, which includes: Automatic Collision Avoidance, Forward Collision Warning (FCW), Lane Departure Prevention (LDP), and Pre-Collision Braking (PCB).
- Voice activation for Navigation, Phone and Audio System.

#### Equipment Contents

- SUBARU STARLINK™ 7.0” Multimedia Plus system with Pandora®, iHeart® Radio, Stitcher® and Aha® smartphone app integration, high-resolution LCD touchscreen display, voice-activated controls, AM/FM/CD player, HD Radio® with iHeart® tagging capability, USB port/PinPoint control, SiriusXM® Satellite Radio® and Travel Link®, Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack.
- SUBARU STARLINK™ 7.0” Multimedia Navigation System: Voice-activated 7-inch multi-touch gesture high-resolution GPS navigation system with SiriusXM® Satellite Radio®, Traffic³ and Travel Link®², USB port/PinPoint control, Bluetooth® audio streaming, voice-activated controls, hands-free phone and text messaging connectivity, 3.5-mm auxiliary jack, and EyeSight™ Driver Assist Technology.
- Vehicle Dynamics Control (VDC)
- SUBARU STARLINK™ Driver Assist Technology:
- Pre-Collision Braking System, Pre-Collision Throttle Management, Lane Departure and Sway Warning, Adaptive Cruise Control
- Alloy Wheel Packages: 17-inch alloy wheels, fog lights, power moonroof, single exhaust outlet with stainless steel tip, leather-wrapped steering wheel and shift handle.

### 2016 Impreza | Security

#### Keyless entry system with anear-lock electronic chrp
- Antitheft security system with engine immobilizer

#### Safety

- ACTIVE
- SUBARU Symmetrical All-Wheel Drive (AWD)
- Eyesight™ Driver Assist Technology
- Vehicle Dynamics Control (VDC)
- Traction Control System (TCS)
- 4-wheel anti-lock braking system (ABS) with Electronic Brake-force Distribution (EBD)
- Brake Assist
- Brake Override System
- Rear Vision Camera
- Tire Pressure Monitoring System (TPMS)
- Daytime Running Lights (DRL)
- PASSIVE
- Dual-stage deployment driver and front-passenger front airbags (SRS®) and EyeSight™ Driver Assist Technology.
- Subaru advanced frontairbag system (SRS®) and EyeSight™ Driver Assist Technology enabled.
- Subaru advanced front airbag system (SRS®) and EyeSight™ Driver Assist Technology (when equipped with optional EyeSight™ Driver Assist Technology).
- Dual-stage deployment driver and front-passenger front airbags (SRS®) and EyeSight™ Driver Assist Technology.
- Side-curtain airbags protecting front and rear outboard occupants (SRS®) and EyeSight™ Driver Assist Technology.
- Seal-mounted front side impact airbags (SRS®) and EyeSight™ Driver Assist Technology.
- Side-rear view monitor.
- Whip-pants center high-mounted brake light.
- Height-adjustable front-seat head rests.
- Three individual rear-seat headrests.
- Height-adjustable 3-point front seatbelts with pretensioners and force limitters, 3-point seatbelts at all rear seating positions.
- LATCH system: Lower Anchors and Tethers for Children.

#### EQUIPMENT CONTENTS

- SUBARU STARLINK™ 7.0” Multimedia Plus system with Pandora®, iHeart® Radio, Stitcher® and Aha® smartphone app integration, high-resolution LCD touchscreen display, voice-activated controls, AM/FM/CD player, HD Radio® with iHeart® tagging capability, USB port/PinPoint control, SiriusXM® Satellite Radio® and Travel Link®, Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack.
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- Vehicle Dynamics Control (VDC)
- SUBARU STARLINK™ Driver Assist Technology:
- Pre-Collision Braking System, Pre-Collision Throttle Management, Lane Departure and Sway Warning, Adaptive Cruise Control
- Alloy Wheel Packages: 17-inch alloy wheels, fog lights, power moonroof, single exhaust outlet with stainless steel tip, leather-wrapped steering wheel and shift handle.

#### Optional Features

- SUBARU STARLINK™ Safety Plus & Security Plus connected services
- Linearmotors™ CVT (Continuously Variable Transmission)
- Alloy Wheel Packages
- Power Moonroof + Lixintra™ CVT
- Power Moonroof + Lixintra™ CVT + Eyesight™ Driver Assist Technology + SUBARU STARLINK™ 7.0” Multimedia Plus system + STARLINK™ Safety Plus connected services
- Power Moonroof + Keyless Access with Push-button Start and PIN-code vehicle access
- Power Moonroof + Keyless Access with Push-button Start and PIN-code vehicle access + SUBARU STARLINK™ 7.0” Multimedia Navigation System + Eyesight™ Driver Assist Technology

#### Instrumentation

- Analog trip computer displaying current and average fuel economy, average vehicle speed, journey time, digital clock and ambient temperature
- Automatic climate control system with CFC-free air conditioning system, air filtration and rotary controls for temperature, fan and air direction
- Analog speedometer, tachometer, "eco" fuel economy and fuel level gauges
- Digital trip computer displaying current and average fuel economy, average vehicle speed, journey time, digital clock and ambient temperature
2016 Impreza | Accessories

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

Mooneaf Air Deflectors. Helps to reduce wind noise and sun glare.

110 Volt Power Outlet. Add power with a 110 volt, 100-watt 2-prong power outlet.

Roof Spoiler. Adds a sporty finishing touch to the Impreza 5-door models.

Roof Cargo Corner. Provides 13 cubic feet of lockable storage capacity. Opens from rear to accommodate loading from three sides. Measures 56” L x 36” W x 18” H. Please consult your through the Keyless Access with Push-button Start system. Operating distance is up to 30 feet depending on obstructions. Act only.

Remote Engine Starter Allows the vehicle to be started by pushing a button from the convenience of home or office up to 402 feet away depending on obstructions) so that the vehicle interior is more comfortable upon entry. The start/stop button blinks to confirm the engine has started. Act only.

Remote Engine Starter—Smart Engine Start. Allows the vehicle to be started at the push of a button from outside the vehicle. Prevent the heating or air conditioner controls to help bring the interior temperature to a more comfortable level prior to entry. Smart Engine Start works in conjunction with the Keyless Access with Push-button Start system. Operating distance is up to 30 feet depending on obstructions. Act only.

Rear Seatback Protector. Helps protect 5-door rear seatbacks from dirt and spills when the rear seats are folded flat.

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 on Impreza 4-door models.

For a complete list of available accessories, visit your local Subaru retailer or visit www.subaru.com

2016 Impreza | Owner Benefits

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 call to the nearest Subaru retailer and other services are just a phone call away. And to protect you over the long haul, we offer Added Security—ask for it by name—are 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, and because we’ve been backing them for more than 30 years, they’re agreements you can trust. Your retailer has full coverage details.

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 Repairs to the following items will also be covered under Wear Item Limited Warranty:

- Brake Pads
- Brake Rotor
- Clutch Linings
- Transmitter Batteries

Rust Perforation Limited Warranty 5 years, unlimited mileage.

24-hour Roadside Assistance 3 years or 36,000 miles, whichever comes first.

Subaru Badge of Ownership

True commitment shows through. For Subaru owners, it shows in kayaks scuffs and snowboard scratches. It can take the form of dog hair that just won’t come out, fresh coats of dust, or extra coats of wax. For many, the Subaru Badge of Ownership lets them show their commitment to the life they live and the confidence that has inspired them to keep it going. Owners can order badges online for free, stick them on, and let everyone know how they experience the world. Which one will you get?

For additional Subaru resources, including owner’s manuals, maintenance schedules, roadside assistance and more, log on to www.mysubaru.com.
### 2016 Impreza | Dimensions

**Impreza 4-Door**

- **Length/Width/Height**
  - 4-door: 180.5 inches/68.5 inches (78.9/79.5 inches including mirrors)/57.7 inches
  - 5-door: 174.0 inches/68.5 inches (78.9/79.5 inches including mirrors)/57.7 inches (2.0i Sport: 59.4 inches)

- **Wheelbase**
  - 104.1 inches

- **Track (front/rear)**
  - 59.4 inches/59.6 inches

- **Base curb weight**
  - (manual/automatic)
  - 2.0i: 2,955 lbs/3,032 lbs
  - 2.0i Premium: N/A/3,076 lbs
  - 2.0i Limited: N/A/3,109 lbs
  - 2.0i Sport Premium: 3,032 lbs/3,129 lbs
  - 2.0i Sport Limited: N/A/3,131 lbs

**Impreza 5-Door**

- **Headroom (front/rear)**
  - 4-door: 59.8 inches/37.1 inches (with moonroof: 37.2 inches/37.1 inches)
  - 5-door: 59.8 inches/37.1 inches (with moonroof: 37.2 inches/37.1 inches)

- **Legroom (front/rear)**
  - 43.3 inches/35.4 inches

- **Shoulder room (front/rear)**
  - 55.6 inches/54.2 inches

- **Hip room (front/rear)**
  - 53.2 inches/53.1 inches

- **Passenger volume**
  - 4-door: 96.9 cubic feet with moonroof: 93.4 cubic feet
  - 5-door: 97.5 cubic feet (52.4 cubic feet with rear seat lowered)

- **Cargo volume**
  - 4-door: 12.0 cubic feet
  - 5-door: 22.5 cubic feet (52.4 cubic feet with rear seat lowered)

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### 2016 Impreza | Colors

#### Paint

- **Crystal White Pearl**
- **Ice Silver Metallic**
- **Jasmine Green Metallic**
- **Quartz Blue Pearl**
- **Dark Blue Metallic**
- **Venetian Red Pearl**
- **Dark Gray Metallic**
- **Crystal Black Silica**

#### Upholstery

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

#### Color Combinations

<table>
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<tr>
<th>Crystal White Pearl</th>
<th>2.0i – 2.0i Premium</th>
<th>2.0i Limited</th>
<th>2.0i Sport Premium</th>
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1. With available moonroof. Moonroof availability varies by trim level.
2. Mirrors with integrated turn signals.
3. Including rear doors.
Take a Guided Tour

It’s the ultimate way to get to know the Impreza on your terms. Get up close and personal with color configurators, videos, 360-views, interactive content and so much more.

Online: tour.subaru.com/Impreza2016

App Store: tour.subaru.com/Imprezaapp

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

It’s the ultimate way to get to know the Impreza on your terms. Get up close and personal with color configurators, videos, 360-views, interactive content and so much more.

2016 Impreza

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