Impreza. More than a car, it’s a Subaru.
It’s your world. **Claim it.**

Ready to go all out, the 2018 Impreza is built to last, protect and get you where you want to go. The Impreza sedan and 5-door boast bold designs, advanced safety features and a drive that’s fully connected, thanks to the SUBARU STARLINK™ Multimedia system with standard Apple CarPlay™ and Android™ Auto integration. Plus, with standard Subaru Symmetrical All-Wheel Drive and up to 38 highway MPG, you’re free to go nearly anywhere you want. Impreza. More than a car, it’s a Subaru.

“The improvements that have been made to this car are truly outstanding, cementing the Impreza as a real rival to the segment’s best.”

—AutoGuide.com, December 2016
The Subaru Impreza was named 2017 Best Resale Value in its class by Kelley Blue Book’s KBB.com.1

Long-lasting
As the longest-lasting vehicle in its class,2 the Impreza was built to inspire your trust. You can count on the Subaru Global Platform with an increased use of high-strength steel for better crash protection. You also have the famously reliable SUBARU BOXER® engine with standard Subaru Symmetrical All-Wheel Drive.

Safety-focused
The 2018 Impreza is available with the latest in safety tech. EyeSight® Driver Assist Technology,3,4 Blind-Spot Detection and Rear Cross-Traffic Alert11 are available to help you spot and avoid danger. There are also LED Steering Responsive Headlights (SRH) that turn with the steering wheel to help you see around corners. Finally, there’s High Beam Assist that automatically dims and activates the high beams as needed, providing maximum visibility at all times.

Fuel-efficient
Responsive power and exceptional fuel economy give you extra fun without added cost in the 2018 Impreza. It achieves up to 39 highway MPG6 with standard Subaru Symmetrical All-Wheel Drive, thanks to its reliable 152-hp SUBARU BOXER® engine with direct injection. Plus, it can go more than 450 miles on a full tank, making it that much easier to roam as you please!5

Well-connected
Take your favorite content almost anywhere you go. Impreza features the latest STARLINK ™ Multimedia system with standard Apple CarPlay™ and Android™ Auto integration.3,8 For added safety and help when you may need it most, STARLINK ™ Safety and Security includes Automatic Collision Notification, Stolen Vehicle Recovery and more.3,9

1 Vehicle’s projected resale value is specific to the 2017 model year. For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.2 Based on the average of vehicles in operation vs. new registrations for each model year using IHS Markit data as of October 2016 for MY2007–2016.3 A multi-vision camera by high beam. See your retailer. 4 EyeSight is a driver assist technology, which may not operate optimally under all driving conditions. The driver is always responsible for safe and standard driving. System effectiveness depends on many factors such as vehicle maintenance, weather and road conditions. See Owner’s Manual for complete details on system operations and limitations. 5 Blind-Spot Detection, Lane Change Assist and Rear Cross-Traffic Alert are systems designed to assist the driver and are not a substitute 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 operations and limitations. 6 EPA-estimated fuel economy for 2018 Impreza 2.0i sedan models with Lineartronic® CVT at 38 highway MPG. Excludes sport models. Actual mileage may vary. 7 Driving range based on a 13.2-gallon fuel tank capacity and EPA-estimated highway fuel economy for 2018 Subaru Impreza models equipped with Lineartronic® CVT. Actual driving range will vary. 8 Smartphone and/or electronic devices must be used responsibly. For applicable regulations, contact your retailer for more information. 9 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. 10 Vehicle’s projected resale value is specific to the 2017 model year. For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 11 Availability varies by trim level. See your retailer.
Hi-Tech Cabin

Come on in and play. The 2018 Impreza features the latest STARLINK™ Multimedia system with standard Apple CarPlay™, Android™ Auto and Pandora® integration. Wireless pairing and hands-free smartphone operation allow for safe and easy access to news, music, podcasts, and more through available STARLINK™ apps like iHeartRadio® and Stitcher™ and SiriusXM® All Access Radio. It can also read and display your incoming texts, allowing you to keep your eyes on the road. Plus, a voice-activated navigation system powered by TomTom® is available with a large 8-inch touchscreen.

You can hear every note of your favorite tunes with the available 8-speaker 432-watt-equivalent Harman Kardon® premium audio system. There’s also Keyless Access with Push-Button Start® that not only makes getting on your way a breeze, it even smartly prevents you from locking your keys in your car.

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 states have prohibited 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 terms may apply. 2 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 3 Availability varies by trim level. See your retailer. 4 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.
Room to push limits.

Invite possibilities, not excuses, in the spacious 2018 Impreza. Enjoy up to 99.8³ cubic feet of passenger space in the sedan and up to 100.9³ cubic feet in the 5-door. Both body styles include large cargo areas, and the 5-door provides a wide rear gate opening for added convenience. 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.

Designed for comfort, the Impreza also includes available features like a 6-way power driver’s seat and heated front seats. Its leather-trimmed steering wheel, shift knob and seats help make the cabin extra welcoming, and you can count on just the right temperature, thanks to available automatic climate control.

—IHS Markit

¹ Based on passenger volume information from OEM websites, Edmunds.com, and the EPA for 2016 model vehicles within the Non-Luxury Traditional Compact segment only serving non-lot vehicles. Segment definition supplied by IHS Markit. ² Without available power moonroof. ³ Availability varies by trim level. See your retailer.
A driver ahead unexpectedly hits the brakes or cuts you off. EyeSight® warns you, applies the brakes and, at lower speeds, can even help you stop your Subaru.

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, and it can even help steer you back into your proper course, thanks to Lane Keep Assist.

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

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.

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, and it can even help steer you back into your proper course, thanks to Lane Keep Assist.

An extra set of eyes every time you drive.

1 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.
Thinking ahead. Even before you do.

Enhanced Safety

Ready for what may come, the 2018 Impreza offers extra awareness with a standard Rear-Vision Camera, reliable protection with a rigid Ring-shaped Reinforcement Frame, and the reassurance of seven standard airbags. Available safety features include Reverse Automatic Braking as well as LED Steering Responsive Headlights that turn with the steering wheel to help you see around corners more easily. Plus, High Beam Assist can automatically dim and activate the high beams as needed, providing maximum visibility at all times.

Blind-Spot Detection

Using radar sensors, the Blind-Spot Detection system warns you with a visual indicator in your side mirror if it senses a vehicle in your blind spot. Another feature of this system, Lane Change Assist, alerts you with a flashing indicator in your side mirror if it senses a vehicle approaching at a higher speed in a neighboring lane and you signal for a lane change.

Reverse Automatic Braking

Reverse Automatic Braking can detect objects directly behind your vehicle when backing up at a low speed and can help bring the Impreza to a stop should an object be detected within its range and the driver fail to act. There’s also a Rear-Vision Camera to help keep an eye out.

Rear Cross-Traffic Alert

Rear Cross-Traffic Alert uses radar sensors to help warn you of traffic approaching from the side as you are backing up, utilizing a flashing visual indicator in your side mirror and an audible warning.

SUBURU STARLINK™ Safety and Security

Providing extra peace of mind, STARLINK ™ Safety and Security gives you instant access to help when you need it most. With Automatic Collision Notification to send first responders when an airbag deploys, Stolen Vehicle Recovery to help police locate your vehicle if it’s stolen and more, STARLINK ™ Safety and Security helps keep you and your Subaru safe.
Subaru is Kelley Blue Book’s 2017 Most Trusted Brand, Best Overall Brand, and Lowest 5-Year Cost to Own.1

"Where the Impreza really starts to feel like an Audi is in the corners." CarandDriver.com, December 2016

The Subaru Impreza retains its value better than any other vehicle in its class for 2017, according to ALG.2

2.0i sedan and 5-door
- 1.8L 4-cylinder SUBARU BOXER® engine with direct injection
- Standard All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® CVT (Continuously Variable Transmission)
- 16-inch steel wheels with covers
- Cloth upholstery
- Black simulated carbon fiber interior accent trim
- 6-way manually adjustable driver’s seat and 4-way manually adjustable front passenger’s seat
- Auto-up/look driver’s and front passenger’s power windows

2.0i Limited sedan and 5-door
- Includes 2.0i Premium key features and adds:
  - 17-inch alloy wheels
  - LED fog lights
  - Active grille shutter
  - Sport cloth interior with red stitching
  - Leather-wrapped steering wheel and shifter handle with red stitching

2.0i Premium sedan and 5-door
- Includes 2.0i key features and adds:
  - Lineartronic® CVT (Continuously Variable Transmission) with 7-speed manual-mode and paddle shifters
  - 16-inch alloy wheels
  - Roof rail in silver finish (5-door)
  - Body-color side mirrors
  - 6 speakers

2.0i Sport sedan and 5-door
- Includes 2.0i Premium key features and adds:
  - Torque Vectoring
  - Sport-tuned suspension
  - 18-inch alloy wheels
  - Body-color side mirrors with integrated turn signals
  - Trunk spoiler (sedan)
  - Body-color side mirror spoilers
  - LED Daytime Running Lights
  - Active grille shutter
  - Sport cloth interior with red stitching
  - Leather-wrapped steering wheel and shifter handle with red stitching

2.0i Limited sedan and 5-door
- Includes 2.0i key features and adds:
  - 17-inch alloy wheels
  - LED Steering Responsive Headlights (SRH)
  - Fog lights
  - Body-color side mirrors with integrated turn signals
  - Active grille shutter
  - Rear power adjustable driver’s seat
  - Leather-trimmed upholstery
  - Leather-wrapped steering wheel and shifter handle with silver stitching
  - Shifter handle with leather boot and gloss black trim
  - Gloss simulated carbon fiber and silver interior accent trim
  - Keyless Access with Push-Button Start and PIN-code vehicle access

2.0i sedan and 5-door
- 1.8L 4-cylinder SUBARU BOXER® engine with direct injection
- Standard All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® CVT (Continuously Variable Transmission)
- 16-inch steel wheels with covers
- Cloth upholstery
- Black simulated carbon fiber interior accent trim
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  - Active grille shutter
  - Rear power adjustable driver’s seat
  - Leather-trimmed upholstery
  - Leather-wrapped steering wheel and shifter handle with silver stitching
  - Shifter handle with leather boot and gloss black trim
  - Gloss simulated carbon fiber and silver interior accent trim
  - Keyless Access with Push-Button Start and PIN-code vehicle access

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- Includes 2.0i key features and adds:
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  - LED Steering Responsive Headlights (SRH)
  - Fog lights
  - Body-color side mirrors with integrated turn signals
  - Active grille shutter
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  - Leather-trimmed upholstery
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  - Gloss simulated carbon fiber and silver interior accent trim
  - Keyless Access with Push-Button Start and PIN-code vehicle access
### 2018 Impreza | Specifications

#### Engine and Drivetrain

<table>
<thead>
<tr>
<th>2.0i</th>
<th>2.0i Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power</td>
<td>2.0-liter DOHC direct injection aluminum-alloy 16-valve horizontally opposed 4-cylinder SUBARU BOXER® engine with Dual Active Valve Control System (DAVCS). 152 hp @ 6,000 rpm</td>
</tr>
<tr>
<td>Transmission</td>
<td>Fully synchronized 5-speed manual with Incline Start Assist. 2.0 Premium and 2.0 Limited: N/A. Lineareptic® CVT (Continuously Variable Transmission) with Adaptive Control and Incline Start Assist. 2.0 Premium and 2.0 Limited: Standard.</td>
</tr>
<tr>
<td>Fuel Capacity</td>
<td>3.4 gallons</td>
</tr>
</tbody>
</table>

#### Chassis (continued)

<table>
<thead>
<tr>
<th>2.0i</th>
<th>2.0i Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suspension</td>
<td>4-wheel independent. Front: MacPherson strut type. Stabilizer bar. Rear: Double-wishbone with lateral link pillow-ball joint bushing. Stabilizer bar: (2.0i: Front stabilizer bar only. 2.0i Sport: Sport-tuned)</td>
</tr>
<tr>
<td>Brakes</td>
<td>4-wheel disc, ventilated front, 4-channel, 4-sensor ABS with Electronic Brake-force Distribution (EBD). 2.0i, 2.0i Premium, 2.0i Limited: 10.9 inches/10.8 inches. 2.0i Sport: 11.6 inches/10.8 inches</td>
</tr>
<tr>
<td>Brake Assist</td>
<td>When emergency braking is detected by how quickly the brake pedal is pressed, maximum brake pressure is immediately applied.</td>
</tr>
<tr>
<td>Brake Override System</td>
<td>If both brake and accelerator pedals are pressed simultaneously, the system reduces the operation of the accelerator pedal to help prevent unintentional vehicle acceleration.</td>
</tr>
<tr>
<td>Braking</td>
<td>205/55 R16 89V all-season --</td>
</tr>
<tr>
<td>Tires</td>
<td>2.0i Limited: 17 x 7.0-inch aluminum-alloy. Dark gray with machine finish. 2.0i Sport: 18 x 7.5-inch aluminum-alloy. Black with machine finish.</td>
</tr>
<tr>
<td>Turning circle</td>
<td>35.4 feet</td>
</tr>
</tbody>
</table>

#### Fuel

<table>
<thead>
<tr>
<th>2.0i</th>
<th>2.0i Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fuel Requirement</td>
<td>Unleaded gasoline (91 octane)</td>
</tr>
<tr>
<td>Fuel Capacity</td>
<td>13.2 gallons</td>
</tr>
</tbody>
</table>

#### Steering

<table>
<thead>
<tr>
<th>2.0i</th>
<th>2.0i Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric power-assisted rack-and-pinion steering (ERPS). Turning circle: 35.4 feet</td>
<td></td>
</tr>
</tbody>
</table>

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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 and availability in your area, contact your Subaru retailer or log on to www.subaru.com. Your Subaru Retailer can answer questions about typical service and maintenance requirements, warranties and optional equipment. Some equipment shown in photographs or in this brochure is optional at extra cost. 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.
## 2018 Impreza | Equipment

### Exterior

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Premium</th>
<th>Sport</th>
<th>Limited</th>
</tr>
</thead>
<tbody>
<tr>
<td>LED Steering Responsive Headlights (SRH)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Fog lights</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Heated side mirrors and windshield wiper de-ice (AW-Weather Package)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Front power wipers</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Body-color rear view mirrors</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Power folding glass moonroof</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Single exhaust outlet with stainless tip by EX</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Roof rails in silver finish (5-door)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Roof area bar fixed mounting (model without roof rail)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

### Seating & Trim

2-way manually adjustable driver's seat. 2-way manually adjustable front-passenger's seat.

- 2-way power adjustable driver's seat. 2-way manually adjustable front-passenger's seat.
- Heated front seats (Hei-Weather Package).
- SUBARU STARLINK™ (8.0-inch Multimedia System) navigation1,2, STARLINK™ cloud-based applications, including Yelp®, iHeartRadio®, Magellan® navigation3, SiriusXM® All Access Radio4, Traffic® and Travel Link®5.
- SUBARU STARLINK™ (6.5-inch Multimedia System) navigation1,2, STARLINK™ cloud-based applications, including Yelp®, iHeartRadio®, Magellan® navigation3, SiriusXM® All Access Radio4, Traffic® and Travel Link®5.
- SUBARU STARLINK™ 6.5-inch Multimedia with Apple CarPlay™, Android™ Auto, Pandora® and Aha™ smartphone app integration2.
- SUBARU STARLINK™ 8.0-inch Multimedia Plus with Apple CarPlay™, Android™ Auto, Pandora® and Aha™ smartphone app integration2.
- SUBARU STARLINK™ 8.0-inch Multimedia Navigation System:
  - Harman Kardon® audio system
  - EyeSight®6
  - Blind-Spot Detection with Rear Cross-Traffic Alert7
  - Reverse Automatic Braking (RAB)8
  - Power moonroof
- Lineartronic® CVT
- STARLINK™ Safety Plus and Security Plus 3
  - Subaru advanced frontal airbag system with driver's and front-passenger's airbags (SRS)10
  - Driver's knee airbag (SRS)10
  - Side-curtain airbags protecting front and rear-outboard occupants (SRS)10
  - Seat-mounted front side-impact airbags (SRS)10

### 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
- Auto-off headlamps and front-passenger's power windows
- Electronic cruise control
- 3-spoke steering wheel with integrated audio system, Bluetooth® and cruise control buttons
- Automatic transmission mode paddle shifters
- Manually adjustable tilt/telescoping steering column
- Cargo area cover (5-door)

### Audio System

SUBARU STARLINK™ 8.6-inch Multimedia with Apple CarPlay®, Android® Auto, Pandora® and Aha® smartphone app integration:
- High-resolution LCD touchscreen
- Movie playback
- iPod®/USB/iPhone® integration
- SiriusXM® All Access Radio
- Navigation
- SUBARU STARLINK™ 6.5-inch Multimedia with Apple CarPlay®, Android® Auto, Pandora® and Aha® smartphone app integration:
- High-resolution LCD touchscreen
- Movie playback
- SiriusXM® All Access Radio
- Navigation
- SUBARU STARLINK™ 8.0-inch Multimedia navigation:
  - Harman Kardon® audio system
  - EyeSight®6
  - Blind-Spot Detection with Rear Cross-Traffic Alert 7
  - Steering Responsive Fog Lights (SRF)

### Instrumentation

Instrument cluster with analog speedometer, tachometer and "eco" fuel economy gauges, and 2.4-inch LCD display.

- Instrument cluster with analog speedometer and tachometer gauges, and 2.4-inch color LCD display.

### 2018 Impreza | Accessories

Cargu Net. Neatly holds cargo and prevents it from sliding while the vehicle is in motion.

Sport Grill. Create a custom look for the front end of your Impreza by replacing the stock factory grille with the accessory Sport Grill.

Auto-Dimming Exterior Mirrors. Enhance your Auto-Dimming Mirror experience by adding the Auto-Dimming Exterior Mirrors with Approach Light. When in traffic, the Auto-Dimming Exterior Mirrors turn on automatically when the sensors detected the dimming levels detected by the Auto-Dimming Exterior Mirrors for added safety.
Get ready to not only hear your music but feel it, too. The Rockford Fosgate® Audio Upgrade elevates the standard Impreza audio system to a whole new level with an amplifier, upgraded speakers, and an integrated digital signal processor tuned to align the system to your liking. That’s how you’ll get the best experience.

Rockford Fosgate® Audio Upgrade

Get ready to not only hear your music but feel it, too. The Rockford Fosgate® Audio Upgrade elevates the standard Impreza audio system to a whole new level with an amplifier, upgraded speakers, and an integrated digital signal processor tuned to align the system to your liking. That’s how you’ll get the best experience.

1 Not available on models equipped with Harman Kardon® audio system.

For a complete list of available accessories, visit your local Subaru retailer or visit www.subaru.com.
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/Impreza2018

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