



SUBARU



IMPREZA |





Motivated people motivate us.

Subaru drivers have unique demands. They're a special breed of high-achieving, active people who make the most of every day. With this lifestyle in mind, the Impreza pleases the heart and mind with a unique blend of style, versatility, capability, and technology that makes it stand out in the crowd, just like those who drive it.







Agile, versatile, and stylish. Just like you.

As enjoyable to drive as it is to behold, the Impreza artfully blends capability, craftsmanship, and safety. Every bend, every surface, and every styling cue has a specific reason. It all works together to create an experience rooted in both form and function.





1



2



Sit back and enjoy your defining moments.

Comfort and refinement are there to greet you every time you step into the Impreza and settle into its quiet cabin—rich in smooth, high-quality surfaces. Everywhere you look, you'll find thoughtful designs and spacious seating to enhance your connection to the driving experience.

1 Power-sliding, Tilt-adjustable Glass Sunroof

When the moment is right, open the available sunroof¹ to bring more sky into your drive.

2 Rear-seat Centre Armrest

The Impreza includes thoughtful conveniences all around, such as cup holders in the available rear-seat centre armrest.²

3 6-Way Power Driver Seat

With an available 6-way power driver seat¹ and generous legroom for everyone, the Impreza offers comfort for any distance you travel.



3



1 Sport and Sport-tech trims only. See your retailer for details.

2 Touring, Sport, and Sport-tech trims only. See your retailer for details.

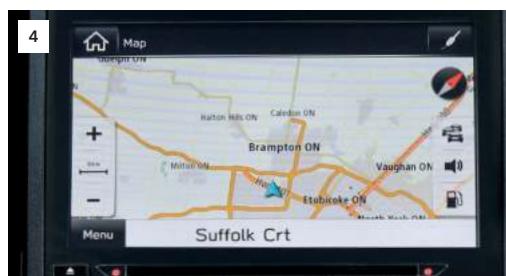
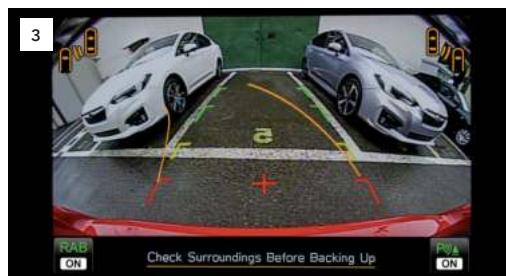






In tune, in touch, and in control.

It's a fast-paced world we live in. That's why the Impreza is equipped with innovative technologies that keep you connected and entertained. An available 8.0-inch¹ touchscreen display provides intuitive access to navigation² and listening content, while a multifunction display³ offers key vehicle information. So wherever you go, ease and confidence will follow.



1 Apple CarPlay® and Android™ Auto

Standard Apple CarPlay[®]^{4,6} and Android™ Auto^{5,6} let you bring your music and apps, while voice recognition capabilities allow for hands-free access to reduce distractions when you're on the road.

2 Multifunction Display

The 6.3-inch, full-colour LCD multifunction display³ at the top of the instrument panel makes useful driving information simple and quick to understand.

3 Rearview Camera

You might have great parking skills, but with the Rearview Camera, they're unrivaled. When you shift into Reverse, the camera displays a live colour image on the in-dash display, along with guidelines to assist you in parking manoeuvres.

4 Navigation System

To find the best route, opt for the voice-activated navigation system,^{2,7} offering simple turn-by-turn directions on an easy-to-use 8.0-inch touchscreen.

1 Sport and Sport-tech models only. Please see your retailer for more details. 2 Sport-tech models only. 3 Available on select trims. Please see your retailer for more details. 4 Apple CarPlay® is a registered trademark of Apple Inc. 5 Android™ is a trademark of Google LLC. 6 Compatible smartphone and applications required. Data provided by smartphone is displayed on the audio system screen. Some provinces prohibit the operation of handheld electronic devices while operating a vehicle. Smartphone apps should be launched only when vehicle is safely parked. Your wireless carrier's rates may apply. 7 Driver is always responsible for safe and attentive driving. Please refrain from operating the touchscreen while driving. Package communications fee may be charged depending on your area.





The perfect complement to the perfect day.

To ambitious people, cargo matters. For work or play, the Impreza offers ample space to accommodate everything you'll need for the things you love doing. With this kind of utility, the Impreza pushes you to get the most out of every opportunity you get, so you'll spend less time planning and more time doing.



Luggage space (4-door)

The 4-door model includes a spacious and practical luggage compartment with a wide opening to maximize your active lifestyle. Fold down the rear seats for a range of different layout options.



Luggage space (5-door)

The luggage space on the 5-door model is especially easy to use. With a large opening and wide compartment, the 5-door model's 1566 litres of cargo volume¹ will accommodate a full day on the move.

¹ With rear seatback folded.

Subaru Core Technology

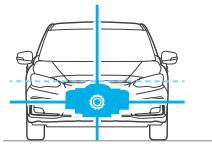
Subaru's core technologies define the Subaru brand and give you the unique driving feel you can only find in a Subaru. These core systems allow Subaru vehicles to live up to their standards in performance, comfort, and safety while keeping their promises: to deliver enjoyment and peace of mind to all passengers.



01

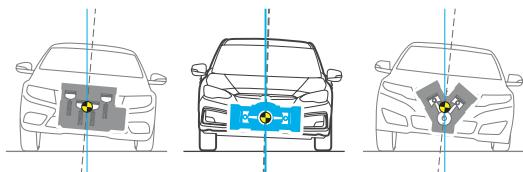
SUBARU BOXER® Engine

A boxer engine, or a horizontally opposed engine, is an engine configuration in which the pistons move toward each other in a horizontal direction. Subaru has been solely committed to the SUBARU BOXER® engine for over 50 years due to its many advantages over other engine types, including low centre of gravity and durability.



Long-lasting Performance

Inherently rigid and self-balancing, there's less vibration and more durability than other engine types.



Increased Stability

The low centre of gravity and flat design give it better side-to-side stability than other engine types.

02

Subaru Symmetrical All-Wheel Drive (AWD)

Subaru Symmetrical Full-Time All-Wheel Drive efficiently distributes power to all wheels for better traction on wet and slippery roads. Laid out in a horizontally symmetrical plane, the system is well-balanced side-to-side, allowing for better optimized suspension designs, providing a more stable and safer ride.

03

Lineartronic® CVT + Active Torque Split AWD

The available Lineartronic® CVT in the Impreza continually adjusts to any ratio in its range, keeping the engine in its optimal power band for efficient and smooth acceleration, driving performance, and fuel efficiency that rivals that of two-wheel drive competitors. It comes paired with Subaru's active torque split AWD system. Its default torque of 60% front and 40% rear is adjusted up to a 50/50 split in response to real-time traction conditions.

04

Subaru Global Platform

The Subaru Global Platform (SGP) sets new standards in both safety and performance. Its rigid construction is designed to protect you and your passengers while delivering the driving feel you can find only in a Subaru.

Stability

Improvements in chassis rigidity and suspension achieve greater handling dynamics and an even lower centre of gravity than before, allowing the car to grip the road surface for enhanced drivability.

Reduced Noise / Vibrations

A stronger frame structure and joints allow for increased torsional rigidity. SGP works to dampen vibrations throughout the body, including the cabin.

Ride Comfort

The suspension system absorbs shocks on uneven roads without overly flexing the body. The available rear stabilizers¹ have been mounted directly on the chassis, reducing body roll and vibrations for improved ride comfort and more control.

An extra set of eyes every time you drive.

EyeSight® Driver Assist Technology¹ integrates multiple safety and convenience features so you'll always feel comfortable and protected, wherever you go. EyeSight® gives you a virtual second pair of eyes on the road that can warn you of potential danger ahead and even apply the brakes if necessary. It's a vigilant safety feature that gives peace of mind to every drive. Once you experience it, driving will never be the same.



Pre-Collision Braking

A driver ahead unexpectedly hits the brakes or cuts you off. EyeSight® warns you, applies brakes and, at lower speeds, can even help you stop your Subaru.



Adaptive Cruise Control with 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 speed and distance, even in stop-and-go traffic.



Pre-Collision Throttle Management

If you put the car in Drive instead of Reverse and EyeSight® sees an object in your path, it reduces throttle sensitivity 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, and can even apply gentle steering inputs to help keep you in your lane.



Thinking ahead. Even before you do.

Enhanced safety.

Ready for what may come, the Impreza enhances peace of mind with a number of advanced active safety systems. You'll also find extra awareness with the standard Rearview Camera, reliable protection with the rigid Ring-shaped Reinforcement Frame, and the reassurance of seven standard airbags.¹ Available safety features include Reverse Automatic Braking^{2,3} as well as LED Steering Responsive Headlights (SRH) with High Beam Assist (HBA)² to help give you maximum visibility at all times.



Blind-Spot Detection

Using radar sensors, the Blind-Spot Detection^{2,4} system warns you with a visual indicator in your exterior mirror if it senses a vehicle in your blind spot.

Lane Change Assist

This system works with Blind-Spot Detection to alert you with a flashing indicator in your exterior mirror cover if it senses a vehicle approaching at a higher speed in a neighbouring lane and you signal for a lane change.^{2,4}



Rear Cross-Traffic Alert

Rear Cross-Traffic Alert^{2,4} 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 exterior mirror and an audible warning.

1 Always wear seatbelts. Children should be properly restrained in the rear seat. 2 Availability varies by trim level. See your retailer for details. 3 Requires EyeSight.® The Reverse Automatic Braking System is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as vehicle maintenance, weather, and road conditions. Always exercise caution and use vehicle mirrors and the Rearview Camera when backing up. See Owner's Manual for complete details on system operation and limitations. 4 Blind-Spot Detection, Lane Change Assist, and Rear Cross-Traffic Alert are systems designed to assist the driver by monitoring the rear and side areas of the vehicle during a lane change or reversing and are not a substitute for safe and attentive driving. 5 Activation with subscription required.



Reverse Automatic Braking

In addition to the standard Rearview Camera, available Reverse Automatic Braking (RAB)^{2,3} detects objects directly behind your vehicle when backing up at a slow speed and can help bring your Impreza to a stop, should an object be detected within its range and the driver fail to act.



SUBARU STARLINK® Connected Services

The Impreza features next-generation SUBARU STARLINK® Connected Services technology,^{2,5} bringing you added safety, security, and convenience. It can alert a first responder in an emergency, help police locate your vehicle if it's stolen and more. And to get you started, Impreza drivers enjoy a free three-year SUBARU STARLINK® Connected Services subscription, which includes Advanced Automatic Collision Notification, Enhanced Roadside Assistance, SOS Emergency Assistance, and customizable vehicle alerts. It's control when you want it, and help when you need it.

2020 Impreza | Features & Dimensions

18-inch Alloy Wheel¹



Power Glass Sunroof²



LED Steering Responsive Headlights (SRH)²



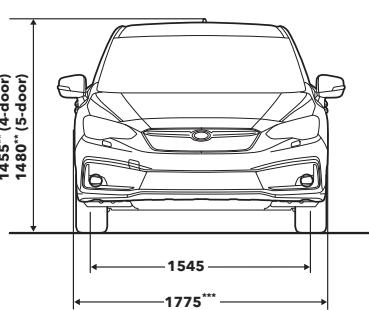
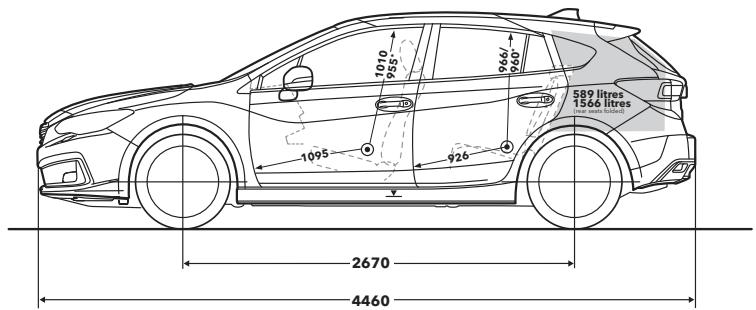
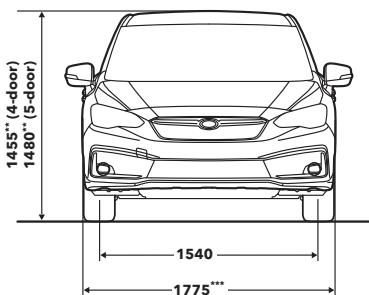
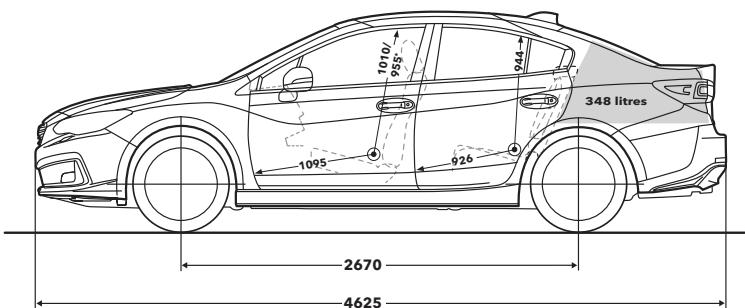
Power Driver Seat²



Dual-zone Automatic Climate Control¹



Heated Steering Wheel¹



Measurements in millimetres unless specified.

* With available sunroof.

** Including antenna.

*** Excluding exterior mirrors.



Convenience 4-door and 5-door

- 152-hp 2.0-litre 4-cylinder SUBARU BOXER® engine with direct injection
- Subaru Symmetrical Full-Time All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® Continuously Variable Transmission (CVT)
- 16-inch steel wheels with covers
- Power-adjustable, heated, body-colour exterior mirrors
- Cloth upholstery
- 6-way manually adjustable driver seat. 4-way manually adjustable front-passenger seat.
- Manually adjustable air conditioning system with air filtration
- One-touch turn signal
- Information display
- Electronic cruise control
- Rearview Camera
- 6.5-inch infotainment system: AM/FM/MP3/WMA audio system with high-resolution touchscreen display, Apple CarPlay®,^{3,5} Android™ Auto,^{4,5} STARLINK® smartphone integration (including Aha™ radio),⁵ 4 speakers, USB port/iPod®³ control, auxiliary audio input, steering wheel-integrated controls, Bluetooth®⁶ mobile phone connectivity with voice activation and Bluetooth®⁶ streaming audio
- Convenience with EyeSight®: Includes EyeSight® Driver Assist Technology,⁷ Lineartronic® CVT, and SI-DRIVE



Touring 4-door and 5-door

- Includes Convenience key features and adds/upgrades:
- 16-inch aluminum-alloy wheels
- Proximity Key with Push-button Start
- LED fog lights
- Auto-on/off headlights
- Leather-wrapped steering wheel
- Automatic climate control
- Dual-mode heated front seats
- Windshield wiper de-icer
- Steering wheel-mounted paddle shifters (CVT only)
- Rear-seat centre armrest with cupholders
- SiriusXM® Satellite Radio⁸ with Advanced Audio features
- CD player
- Dual USB input ports/iPod®³ control
- SUBARU STARLINK® Connected Services⁹ (free 3-year trial subscription included)
- 6 speakers
- Gauge cluster with colour LCD display
- 6.3-inch colour multifunction display
- Cargo-area tonneau cover (5-door)
- Touring with EyeSight®: Includes EyeSight® Driver Assist Technology,⁷ Lineartronic® CVT, and SI-DRIVE



Sport 4-door and 5-door

Includes Touring key features and adds/upgrades:

- 17-inch aluminum-alloy wheels
- LED Steering Responsive Headlights (SRH)
- Side sill spoiler
- Power tilting and sliding glass sunroof
- Premium cloth upholstery
- Power driver seat
- Aluminum pedals
- Subaru Rear/Side Vehicle Detection (SRVD) with Blind-Spot Detection (BSD) with Lane Change Assist (LCA) and Rear Cross-Traffic Alert (RCTA)¹⁰
- 8.0-inch infotainment system: AM/FM/CD/MP3/WMA audio system with high-resolution touchscreen display, Apple CarPlay®,^{3,5} Android™ Auto,^{4,5} STARLINK® smartphone integration (including Aha™ radio),⁵ 6 speakers, dual USB port/iPod®³ control, auxiliary audio input, steering wheel-integrated controls, Bluetooth®⁶ mobile phone connectivity with voice activation and Bluetooth®⁶ streaming audio, and SiriusXM® Satellite Radio⁸ with Advanced Audio Features (Optional Services)
- Dual USB charge ports in centre console
- Sport with EyeSight®: Includes EyeSight® Driver Assist Technology,⁷ Lineartronic® CVT, Reverse Automatic Braking (RAB),¹¹ High Beam Assist (HBA), and SI-DRIVE



Sport-tech with EyeSight® 4-door and 5-door

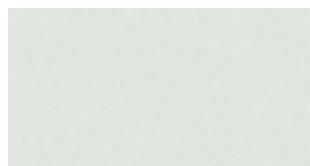
Includes Sport with EyeSight® key features and adds/upgrades:

- 18-inch aluminum-alloy wheels
- Sport-tuned suspension
- Active Torque Vectoring
- Body-colour exterior mirrors with integrated LED turn signals
- Rear wing spoiler (4-door)
- Leather-trimmed upholstery
- Dual-zone automatic climate control system
- Heated steering wheel
- 8-speaker, 432-watt-equivalent Harman Kardon®¹² GreenEdge®¹² premium audio system
- 8.0-inch infotainment system with navigation: AM/FM/CD/MP3/WMA audio system with high-resolution capacitive touchscreen display with GPS navigation system, Apple CarPlay®,^{3,5} Android™ Auto,^{4,5} STARLINK® smartphone integration (including Aha™ radio),⁵ dual USB port/iPod®³ control, auxiliary audio input, SMS text messaging capability, Bluetooth®⁶ mobile phone connectivity with voice activation and Bluetooth®⁶ streaming audio, and SiriusXM® Satellite Radio⁸ with Advanced Audio Features, Traffic,^{8,6} and Travel Link®⁸ (Optional Services)

¹ Sport-tech models only. ² Sport and Sport-tech models only. Not available on Convenience and Touring Packages. ³ Apple CarPlay® and iPod® are registered trademarks of Apple Inc. ⁴ Android™ is a trademark of Google LLC. ⁵ Compatible smartphone and applications required. Data provided by smartphone is displayed on the audio system screen. Some provinces prohibit the operation of handheld electronic devices while operating a vehicle. Smartphone apps should be launched only when vehicle is safely parked. Aha™ is a trademark of Harman International Industries, Inc. Your wireless carrier's rates may apply. ⁶ Bluetooth® is a registered trademark of Bluetooth SIG, Inc., America. ⁷ 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. ⁸ Subscription required. Includes 3-month trial subscription. See your retailer for details. SiriusXM,® Traffic,® Travel Link® and the SiriusXM logo, channel names and logos are trademarks of Sirius XM Radio Inc. and are used under licence by Sirius XM Canada Inc. Subscriptions to SiriusXM Canada are subject to the SiriusXM Canada Customer Agreement and other terms and conditions. ⁹ Activation with subscription required. ¹⁰ Blind-Spot Detection, Lane Change Assist, and Rear Cross-Traffic Alert are systems designed to assist the driver by monitoring the rear and side areas of the vehicle during a lane change or reversing and are not a substitute for safe and attentive driving. ¹¹ The Reverse Automatic Braking System is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as vehicle maintenance, vehicle speed, weather, and road conditions. Always exercise caution and use vehicle mirrors and the Rearview Camera when backing up. See Owner's Manual for complete details on system operation and limitations. ¹² Harman Kardon® and GreenEdge® are registered trademarks of Harman International Industries, Inc.

2020 Impreza | Colours

Exterior Colours



Crystal White Pearl



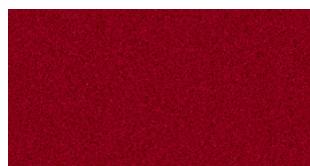
Ice Silver Metallic



Lithium Red Pearl



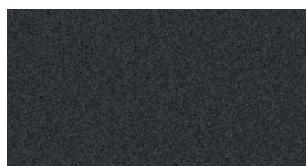
Ocean Blue Pearl



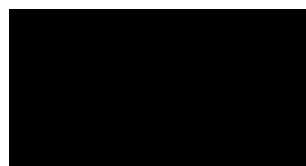
Crimson Red Pearl



Dark Blue Pearl



Magnetite Grey Metallic

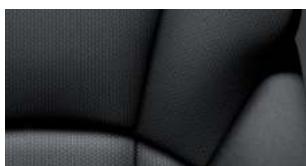


Crystal Black Silica

Seat Material



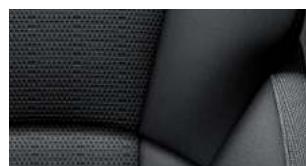
Ivory Cloth (IC)



Black Cloth (BC)



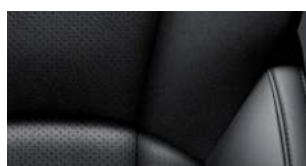
Premium Ivory Cloth (PIC)



Premium Black Cloth (PBC)



Ivory Leather (IL)



Black Leather (BL)

Colour Combinations	Convenience	Touring	Sport	Sport-tech
Crystal White Pearl	BC	BC	PBC	BL
Ice Silver Metallic	BC	BC	PBC	BL
Lithium Red Pearl	–	–	–	BL or IL
Ocean Blue Pearl ¹	–	BC	PBC	BL
Crimson Red Pearl ¹	–	BC	PBC	–
Dark Blue Pearl	BC	BC or IC	PBC or PIC	BL or IL
Magnetite Grey Metallic	BC	BC	PBC	BL
Crystal Black Silica	BC	BC	PBC	BL or IL

1 5-door models only.

– Not available



Subaru Warranties

Every Subaru vehicle is designed and built to offer our customers the highest possible level of quality and reliability. We are proud of our vehicles and proud to stand behind them with a comprehensive warranty. For 2020 model-year vehicles, the warranty on all Subaru vehicles consists of the following:

New Vehicle Limited Warranty (36 month/60,000 km) – Covers basic and major components for 36 months or 60,000 km.

Major Component Limited Warranty (60 month/100,000 km) – Extends coverage of major components (more than just powertrain) up to 60 months or 100,000 km.

Surface Corrosion Limited Warranty (36 month/60,000 km) – Covers surface corrosion to visible painted body panels for 36 months or 60,000 km.

Anti-Perforation Limited Warranty (60 month/unlimited km) – Covers perforation due to corrosion to body sheet metal panels for 60 months, regardless of kilometres.

Emission Control System Limited Warranty – Covers some emissions components for 36 months or 60,000 km and the major parts of the emission control system for 96 months or 130,000 km.

Parts and Accessories Limited Warranty – Covers Subaru parts and accessories installed by the retailer prior to retail delivery of the vehicle for 36 months or 60,000 km, and Subaru parts and accessories installed by the retailer after the retail delivery of the vehicle for 12 months or 20,000 km from the date of the installation.

The above information is an overview of warranty coverage and is not a warranty statement. If you wish to see more details regarding Subaru warranties, please refer to your Subaru warranty booklet, contact your local retailer or visit our Web site at subaru.ca.

Subaru 360 C.A.R.E. Program (36 months/unlimited km)

Access to dedicated Subaru 360 C.A.R.E. (Customer Assistance for Roadside Emergencies) Roadside Assistance Services, which includes access to 1,000 CAA and AAA offices throughout Canada and the United States. In addition to towing, coverage also includes Fuel Delivery, Battery Boost, Flat Tire Service, Lock-Out Service, Trip Accident & Mechanical Breakdown Assistance Service, Winching and Extrication Service, Personalized Trip Planning and Routing, Theft and Hit-and-Run Reward, and Arrest Bond Certificate.

The above information is an overview of services. If you wish to see more details regarding Subaru 360 C.A.R.E., please visit our Web site at subaru.ca.

Subaru Protection Plan

As a Subaru owner, you have expectations for a pleasurable, trouble-free ownership experience – now and into the future. Once your 36-month/60,000-km New Vehicle Limited Warranty period ends,¹ our Subaru Protection Plan (SPP) – the only vehicle service contract endorsed by Subaru Canada for Subaru vehicles – can prolong your hassle-free ownership experience with three levels of extended service contract coverage tailored to your needs: Powertrain Protection; Major Protection; or Complete Protection (best level of coverage to complement the 60-month/100,000-km Major Component Limited Warranty). SPP offers comprehensive mechanical and electrical coverage and a number of additional features and benefits, such as Roadside Assistance and Alternate Transportation, for up to 7 years or 160,000 kilometres from your vehicle's in-service date. Whether your vehicle is purchased or leased, SPP protects you and your investment. Be sure to ask your retailer for details or visit subaru.ca.

¹ If you already own a Subaru vehicle and it is still within the 36-month/60,000-km New Vehicle Limited Warranty period, you are still eligible for SPP.

Subaru vehicles are uniquely designed to get out there more and to leave less behind. We build our vehicles for maximum longevity, because more time spent on the road equals less time spent in junkyards and landfills. Fully 98% of Subaru vehicles sold in Canada over the last 10 years are still on the road today.¹ You'll also find very little waste created in the production of a Subaru. Many of our vehicles are built in the Subaru of Indiana Automotive, Inc., (SIA) factory, which was the first manufacturing facility in the U.S. to achieve zero-landfill status. Other Subaru facilities around the world now achieve similar goals in helping to preserve the environment. Respect for our surroundings is yet another way that Subaru vehicles help to build driver confidence for the road ahead.

1 Based on IHS Markit, Canadian Vehicles in Operation as of June 30, 2019, for Model Years 2010 to 2019 vs. Total New Registrations of those vehicles.



For a detailed list of specifications, features, accessories, and model comparisons, please visit Subaru.ca or your nearest authorized Subaru Retailer.

The Supplemental Restraint System (SRS airbags) affords the driver and passenger additional protection in some 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. The combination of SRS and seatbelts provides the best protection in a serious accident. All illustrations, specifications, features, and photographs contained in this brochure are based on product information available at the time of its printing and may not be completely accurate following its publication. Colours shown may vary due to reproduction variations in the printing process, and some vehicle parts cannot be shown in certain photographs. Subaru Canada, Inc. reserves the right to discontinue or make changes at any time, without notice or incurring obligations, to colours, materials, equipment, accessories, features, specifications, and models or to change their prices. Some models shown may be from international markets and are not available in Canada; may be shown with equipment or accessories that are optional (at extra cost) or available only in certain combinations; or may be subject to product delays or not be available in Canada. Please visit subaru.ca for the latest information and specifications. For complete details on product updates and warranties, please contact your Subaru retailer. Ascent, BRZ, Crosstrek, Forester, Impreza, Legacy, Outback, WRX, STI, EyeSight, Lineartronic, X-MODE, STARLINK, Subaru, and SUBARU BOXER are registered trademarks of SUBARU CORPORATION. Aha™ is a trademark of Harman International Industries, Inc. Harman Kardon® and GreenEdge® are registered trademarks of Harman International Industries, Inc. Android™ is a trademark of Google LLC. Apple CarPlay® and iPod® are registered trademarks of Apple Inc. Bluetooth® is a registered trademark of Bluetooth SIG, Inc., America. SiriusXM,® Traffic,® Travel Link® and the SiriusXM logo, channel names and logos are trademarks of Sirius XM Radio Inc. and are used under licence by Sirius XM Canada Inc. Subscriptions to SiriusXM Canada are subject to the SiriusXM Canada Customer Agreement and other terms and conditions.

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Environmental Management System
(EMS) ISO 14001:2015 certified by SGS

This booklet was printed on FSC® certified paper and contains 55% recycled fibre. It is chlorine-free, recyclable and biodegradable. FSC® (Forest Stewardship Council®) is an international organization that brings people together to find solutions that promote responsible management of the world's forests. This booklet was also produced using a "GREEN" printing process, which includes vegetable-based inks that leave no harmful residue. Please recycle.



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