

Impreza

2017



Impreza. More than a car, it's a Subaru.





It's your world. **Claim it.**

Ready to go all out, the all-new 2017 Impreza is built to last, protect and get you where you want to go. Both the sedan and 5-door Impreza boast bold new designs, upgraded interiors with new STARLINK™ Multimedia technology, and more advanced features to help you stay safe. Plus, with standard Subaru Symmetrical All-Wheel Drive and now up to 38 highway MPG¹, you're free to go nearly anywhere you want. Impreza. More than a car, it's a Subaru.

1 EPA-estimated fuel economy for 2017 Impreza 2.0i sedan models with Lineartronic CVT at 38 highway MPG. Excludes Sport models. Actual mileage may vary.

Impreza 2.0i Limited 5-door in Venetian Red Pearl and 2.0i Sport sedan in Carbide Gray Metallic with optional equipment.



Subaru is Kelley Blue Book's 2016 **Best Overall Brand**,
Most Trusted Brand and **Best Resale Value**.¹



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Long-lasting

As the longest-lasting vehicle in its class, it's no surprise that 97% of Subaru Impreza cars sold in the last 10 years are still on the road today.² You can also count on the all-new Subaru Global Platform with an increased use of high-strength steel for better crash protection and the famously reliable SUBARU BOXER[®] engine with standard Subaru Symmetrical All-Wheel Drive.



Safety-focused

Now even safer, the all-new 2017 Impreza is available with the latest in safety tech. EyeSight[®] Driver Assist Technology,^{3,4} Blind-Spot Detection and Rear Cross-Traffic Alert^{3,5} are available to help you spot and avoid danger. There are also new LED Steering Responsive Headlights that turn with the steering wheel to help you see around corners.³ Finally, there's High Beam Assist that automatically dims and activates the high beams as needed, providing maximum visibility at all times.³



Fuel-efficient

Increased power and better fuel economy give you extra fun without added cost in the all-new Impreza. It now achieves up to 38 highway MPG⁶ with standard Subaru Symmetrical All-Wheel Drive, thanks to an upgraded SUBARU BOXER[®] engine with direct injection and 152 hp. Plus, it can go more than 450 miles on a full tank, making it that much easier to roam as you please.⁷



Well-connected

Count on good times and a safe ride with the latest SUBARU STARLINK[™] In-vehicle Technology. STARLINK[™] Multimedia with Apple CarPlay,[™] Android Auto,[™] and Pandora[®] puts your favorite content from your mobile device right on the available 8" touchscreen.^{3,8} STARLINK[™] Safety and Security is there, too, 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.^{3,9}

1 2016 Kelley Blue Book Brand Image Awards are based on the Brand Watch study from Kelley Blue Book Strategic Insights. Awards calculated among non-luxury shoppers. Vehicle's projected resale value is specific to the 2016 model year. For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 2 Based on IHS Markit U.S. total new light-vehicle registrations vs. vehicles in operation in the MY2006-2015 models which have been on the U.S. market for the entire ten-year time period in the Non-Luxury Traditional Compact segment for non-turbo cars. 3 Availability varies by trim level. 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 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. Please remember to turn off EyeSight when going through a carwash. 5 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. 6 EPA-estimated fuel economy for 2017 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 2017 Subaru Impreza models equipped with Lineartronic[®] CVT. Actual driving range may vary. 8 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. 9 Activation and required subscription sold separately. Includes 1-year Safety Plus trial subscription. See your retailer for details.

Impreza 2.0i Limited sedan in Ice Silver Metallic with optional equipment.



Hi-Tech Cabin

Come on in and play. The all-new Impreza now features updated tech like SUBARU STARLINK™ Multimedia with Apple CarPlay,¹ Android Auto[™] and Pandora[®] app integration that safely puts all your favorite apps right at your fingertips on the available 8" touchscreen¹. You can also access news, navigation, food, weather, music, podcasts, audiobooks, and other content easily with STARLINK[™] cloud-based apps like Magellan,^{®2} iHeart[®] Radio, and Aha,^{™1} and available SiriusXM[®] All Access Radio.^{3,4} There's even an all-new voice-activated GPS navigation system powered by TomTom[®] to help you more easily find your way.⁴ STARLINK[™] Multimedia systems can also read and display your incoming texts.⁵

You can hear every note of your favorite tunes as well with the outstanding audio performance of the available 432-watt-equivalent Harman Kardon[®] premium audio system.⁴ There's also Keyless Access with Push-button Start to make getting on your way a breeze.⁴ Plus, the system 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 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 Activation and subscription required. See your retailer. 3 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 4 Availability varies by trim level. See your retailer. 5 STARLINK[™] Multimedia 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.

Impreza 2.0i Limited with Ivory Leather and optional equipment.

Room to **push limits.**

Invite possibilities, not excuses, in the more spacious 2017 Impreza. Enjoy up to 99.8¹ cubic feet of passenger space in the sedan and up to 100.9¹ cubic feet in the 5-door. Both models include a larger cargo area, and the 5-door provides a rear gate opening that is up to 4 inches wider 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. There are also available features like a power driver's seat and heated front seats as well as a leather-trimmed steering wheel, shift knob and seats to help make the cabin even more comfortable.² To make sure you have just the right temperature, there's also available automatic climate control.²

¹ Without available power moonroof. ² Availability varies by trim level. See your retailer.

Impreza 2.0i Sport 5-door with Black Sport Cloth.

An extra set of eyes **every time you drive.**

Pre-Collision Braking



A driver ahead unexpectedly hits the brakes or cuts you off. EyeSight^{®1} warns you, applies the brakes and, at lower speeds, can even help you stop your Subaru.

Adaptive Cruise Control



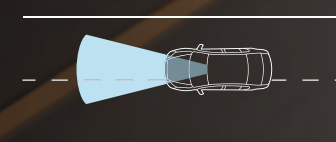
Traffic doesn't always flow smoothly, so EyeSight[®] doesn't only keep a set speed. The system looks ahead and helps automatically adjust to keep your distance, even in stop-and-go highway traffic.

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 with Lane Keep Assist



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 the newest feature from EyeSight[®]—Lane Keep Assist.



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. Please remember to turn off EyeSight when going through a carwash.

Thinking ahead. **Even before you do.**

Enhanced Safety

Ready for what may come, the all-new 2017 Impreza offers extra awareness with a standard Rear-Vision Camera, reliable protection with an updated and rigid Ring-shaped Reinforcement Frame, and the reassurance of seven standard airbags¹. New available safety features include Reverse Automatic Braking^{2,3} as well as LED Steering Responsive Headlights that turn with the steering wheel to help you see around corners more easily.³ Plus, High Beam Assist can automatically dim and activate the high beams as needed, providing maximum visibility at all times.³



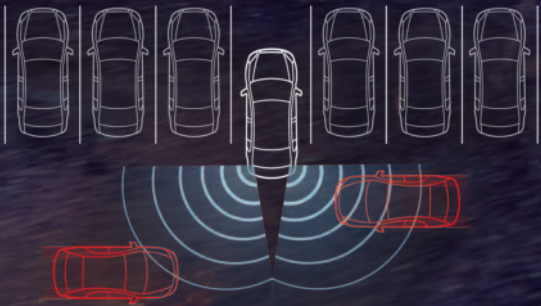
Blind-Spot Detection

Using radar sensors, the new 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.^{3,4}



Reverse Automatic Braking

New for 2017, Reverse Automatic Braking^{2,3} 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 you keep an eye out.



Rear Cross-Traffic Alert

New for the 2017 Impreza, 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.^{3,4}



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.^{3,5}

1 Always wear seatbelts. Children should be properly restrained in the rear seat. 2 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 Rear-Vision Camera when backing up. See Owner's Manual for complete details on system operation and limitations. 3 Availability varies by trim level. See your retailer. 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 and required subscription sold separately. Includes 1-year Safety Plus trial subscription. See your retailer for details.

The Subaru Impreza is the **longest-lasting vehicle** in its class¹



The Subaru Impreza was named **Best Resale Value in its class** for 2016 by Kelley Blue Book²



Subaru is Kelley Blue Book's 2016 **Best Overall Brand, Most Trusted Brand** and **Best Performance Brand**³



The 2017 Subaru Impreza has the **highest residual value in its class**, according to ALG.⁴



The **best-selling all-wheel drive car** in its class.⁵



2017 Impreza | Trim Levels



2.0i sedan and 5-door

- 152-hp 2.0-liter 4-cylinder SUBARU BOXER® engine with direct injection
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission⁹ 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. 4-way manually adjustable front passenger's seat.
- Auto-up/down driver's and front passenger's power windows
- SUBARU STARLINK™ 6.5" Multimedia with Apple CarPlay™, Android Auto™, Pandora® and Aha™ smartphone app integration⁷, high-resolution LCD touchscreen display, 4 speakers, AM/FM stereo, USB port/iPod® control, Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack
- Manually adjustable CFC-free air conditioning with air filtration
- Electronic cruise control
- Rear-Vision Camera



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 rails: Silver finish (5-door)
 - Body-color side mirrors
 - 6 speakers
 - STARLINK™ Safety Plus enabled⁸: Automatic Collision Notification, SOS Emergency Assistance, Enhanced Roadside Assistance, Maintenance Notifications, Monthly Vehicle Health Report, Diagnostic Alerts
 - All-Weather Package: Heated exterior mirrors, dual-mode heated front seats, windshield wiper de-icer
 - Auto-on/off headlights
 - Welcome lighting
 - Cargo area cover (5-door)



2.0i Sport sedan and 5-door⁹

- Includes 2.0i Premium key features and adds:**
- 5-speed manual transmission⁹ with STI short-throw shifter or optional Lineartronic® CVT (Continuously Variable Transmission)
 - Active Torque Vectoring
 - Sport-tuned suspension
 - 18-inch alloy wheels
 - Body-color door mirrors with integrated turn signals
 - Trunk spoiler (sedan)
 - Body-color side rocker spoilers
 - LED Daytime Running Lights
 - Active grille shutter
 - Sport cloth interior with red stitching
 - Leather-wrapped steering wheel and shifter handle with red stitching
 - Gray simulated carbon fiber interior accent trim
 - SUBARU STARLINK™ 8.0" Multimedia Plus with Apple CarPlay™, Android Auto™, Pandora® and Aha™ smartphone app integration⁷, STARLINK™ cloud-based applications, including Yelp®, iHeart® Radio, Magellan® navigation¹⁰, SiriusXM® All Access Radio¹¹ and Travel Link®¹¹, high-resolution LCD touchscreen display, 6 speakers, AM/FM/CD player, HD Radio®, USB port/iPod® control, Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack
 - Keyless Access with Push-button Start and PIN-code vehicle access
 - Sport instrument cluster with color LCD display
 - 6.3-inch color multifunction display



2.0i Limited sedan and 5-door

- Includes 2.0i Premium 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
 - 6-way 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
 - SUBARU STARLINK™ 8.0" Multimedia Plus with Apple CarPlay™, Android Auto™, Pandora® and Aha™ smartphone app integration⁷, STARLINK™ cloud-based applications, including Yelp®, iHeart® Radio, Magellan® navigation¹⁰, SiriusXM® All Access Radio¹¹ and Travel Link®¹¹, high-resolution LCD touchscreen display, 6 speakers, AM/FM/CD player, HD Radio®, USB port/iPod® control, Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack
 - 6.3-inch color multifunction display
 - High-grade instrument cluster with color LCD display
 - Automatic climate control system with air filtration

1 Based on IHS Markit U.S. total new light-vehicle registrations vs. vehicles in operation in the MY2006–2015 models which have been on the U.S. market for the entire ten-year time period in the Non-Luxury Traditional Compact segment for non-turbo cars. 2 Vehicle's projected resale value is specific to the 2016 model year. For more information, visit Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 3 2016 Kelley Blue Book Brand Image Awards are based on the Brand Watch™ study from Kelley Blue Book Strategic Insights. Award calculated among non-luxury shoppers. For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 4 ALG is the industry benchmark for residual values and depreciation data, www.alg.com. 5 Based on IHS Markit U.S. Total Registrations for All-Wheel Drive cars in the Non-Luxury Traditional Compact segment for CY2005–2014 and YTD June 2015. 6 Available Winter 2017. See your retailer for details. 7 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. 8 Activation and required subscription sold separately. Includes 1-year trial subscription. See your retailer for details. 9 Roof rails not available on 2.0i Sport 5-door models. 10 Activation and subscription required. See your retailer for details. 11 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer.

2017 Impreza | Specifications

Engine and Drivetrain		2.0i	2.0i Sport
Power Torque	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 145 lb-ft @ 4,000 rpm		
Transmission	Fully synchronized 5-speed manual with Incline Start Assist. ¹ 2.0i and 2.0i Sport : Standard. 2.0i Premium and 2.0i Limited : N/A.	●	●
	Lineartronic® CVT (Continuously Variable Transmission) with Adaptive Control and Incline Start Assist. 2.0i and 2.0i Sport : Optional. 2.0i Premium and 2.0i Limited : Standard.	○	○
CA Emissions	LEV III / SULEV30 / PZEV ²	●	●
Traction and Stability			
All-Wheel Drive type	Subaru Symmetrical All-Wheel Drive	●	●
Vehicle Dynamics Control (VDC)	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 and/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.	●	●
Active Torque Vectoring	Active Torque Vectoring works in tandem with VDC, applying braking power to the inside front wheel, resulting in better handling, sharper turn-in, more neutral steering and higher cornering limit while turning.	—	●
Fuel			
Economy	Manual transmission: city/highway/combined ³	Sedan: N/A 5-door: N/A	Sedan: N/A 5-door: N/A
	Lineartronic® CVT: city/highway/combined ³	Sedan: 28/38/32 mpg 5-door: 28/37/31 mpg	Sedan: 27/36/30 mpg 5-door: 27/35/30 mpg
Fuel Requirement	Unleaded gasoline (87 octane)	●	●
Fuel Capacity	13.2 gallons	●	●
Chassis			
Steering	Electric power-assisted quick ratio rack-and-pinion steering (EPAS). Turning circle: 35.4 feet	●	●

2017 Impreza | Specifications

Chassis (continued)		2.0i	2.0i Sport
Suspension	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)	●	●
Brakes	4-wheel disc, ventilated front. 4-channel, 4-sensor ABS with Electronic Brake-force Distribution (EBD).	●	●
Brake Discs (front/rear)	2.0i, 2.0i Premium, 2.0i Limited: 10.9 inches/10.8 inches 2.0i Sport: 11.6 inches/10.8 inches	●	●
Brake Assist	When emergency braking is detected by how quickly the brake pedal is pressed, maximum brake pressure is immediately applied.	●	●
Brake Override System	If both brake and accelerator pedals are pressed simultaneously, the system reduces the operation of the accelerator pedal to help prevent unintentional vehicle acceleration.	●	●
Wheels and Tires			
Wheels	2.0i: 16 x 6.5-inch steel with covers 2.0i Premium: 16 x 6.5-inch alloy. Silver finish. 2.0i Limited: 17 x 7.0-inch alloy. Dark gray with machine finish.	●	—
	2.0i Sport: 18 x 7.5-inch alloy. Black with machine finish.	—	●
Tires	2.0i and 2.0i Premium: 205/55 R16 89V all-season	●	—
	2.0i Sport: 225/40 R18 88V all-season	—	●
	2.0i Limited: 205/50 R17 88V all-season	●	—
Spare Tire	Temporary use T135/80 D16	●	●

● Standard ○ Optional — Not equipped

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 photography in this brochure is optional at extra cost. Specific options 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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2017 Impreza | Equipment

Exterior	2.0i	2.0i Premium	2.0i Sport	2.0i Limited
LED Steering Responsive Headlights (SRH)	—	—	—	●
Fog lights	□	□	—	●
Heated side mirrors and windshield wiper de-icer (All-Weather Package)	—	●	●	●
Trunk spoiler (sedan)	—	—	●	—
Body-color side rocker spoilers	—	—	●	—
Power tilt/sliding-glass moonroof	—	○	○	○
Single exhaust outlet with stainless tip (sedan)	—	—	●	●
Raised roof rails: silver finish (5-door)	—	●	—	●
Roof cross bar fixed mounting points (models without roof rails)	●	●	●	●
Seating and Trim				
6-way manually adjustable driver's seat. 4-way manually adjustable front passenger's seat.	●	●	●	—
6-way power adjustable driver's seat. 4-way manually adjustable front passenger's seat.	—	—	—	●
Heated front seats (All-Weather Package)	—	●	●	●
60/40-split flat-folding rear seatbacks	●	●	●	●
Leather-wrapped steering wheel with silver stitching	—	—	—	●
Leather-wrapped steering wheel with red stitching	—	—	●	—
Leather-wrapped automatic transmission shifter handle	—	—	○	●
Cloth upholstery	●	●	—	—
Sport cloth upholstery	—	—	●	—
Leather-trimmed upholstery	—	—	—	●
Aluminum-alloy pedal covers	—	—	●	—
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-up/down driver's and front passenger's power windows	●	●	●	●
Electronic cruise control	●	●	●	●
3-spoke steering wheel with integrated audio system, Bluetooth®, and cruise control buttons	●	●	●	●
Automatic transmission manual-mode paddle shifters	—	●	○	●
Manually adjustable tilt/telescoping steering column	●	●	●	●
Cargo area cover (5-door)	—	●	●	●
Audio System				
SUBARU STARLINK™ 6.5" Multimedia with Apple CarPlay™, Android Auto™, Pandora® and Aha™ smartphone app integration ⁴ , high-resolution LCD touchscreen, AM/FM stereo, USB port/iPod® control, Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack	●	●	—	—
SUBARU STARLINK™ 8.0" Multimedia Plus with Apple CarPlay™, Android Auto™, Pandora® and Aha™ smartphone app integration ⁴ , STARLINK™ cloud-based applications, including Yelp®, iHeart® Radio, Magellan® navigation ⁵ , SiriusXM® All Access Radio ⁶ and Travel Link® ⁶ , high-resolution LCD touchscreen, AM/FM/CD player, HD Radio®, dual USB port/iPod® control, Bluetooth® audio streaming and hands-free phone and text messaging, and 3.5-mm auxiliary jack	—	—	●	●
4 speakers	●	—	—	—
6 speakers	—	●	●	●
Climate Control				
Manually adjustable CFC-free air conditioning system with air filtration	●	●	●	—
Automatic climate control system with CFC-free air conditioning and air filtration	—	—	—	●
Instrumentation				
Instrument cluster with analog speedometer, tachometer and “eco” fuel economy gauges, and 2.5-inch LCD display	●	●	—	—
Instrument cluster with analog speedometer and tachometer gauges, and 4.2-inch color LCD display	—	—	●	●

2017 Impreza | Equipment

Instrumentation (continued)	2.0i	2.0i Premium	2.0i Sport	2.0i Limited
Multifunction display with digital trip computer displaying current and average fuel economy, distance to empty, average vehicle speed, journey time, digital clock and ambient temperature	●	●	—	—
6.3-inch color multifunction display with information displays for fuel economy (average, current and distance to empty), heating and air conditioning (Limited models only), audio, weather, vehicle systems operation and more	—	—	●	●
Security				
Keyless entry system with answer-back electronic chirp	●	●	●	●
Antitheft security system with engine immobilizer	●	●	●	●
Safety				
ACTIVE				
Subaru Symmetrical All-Wheel Drive (AWD)	●	●	●	●
EyeSight® Driver Assist Technology ^{7,8}	—	○	○	○
Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert ^{7,9}	—	○	○	○
Reverse Automatic Braking (RAB) ^{7,10}	—	—	—	○
Rear-Vision Camera	●	●	●	●
Tire Pressure Monitoring System (TPMS)	●	●	●	●
Daytime Running Lights (DRL)	●	●	●	●
PASSIVE				
STARLINK™ Safety Plus enabled ¹¹ : Automatic Collision Notification, SOS Emergency Assistance, Enhanced Roadside Assistance, Maintenance Notifications, Monthly Vehicle Health Report, Diagnostic Alerts	—	●	●	●
Subaru advanced frontal airbag system with driver's and front passenger's airbags (SRS) ¹²	●	●	●	●
Seat-mounted front side-impact airbags (SRS) ¹²	●	●	●	●
Side-curtain airbags protecting front and rear outboard occupants (SRS) ¹²	●	●	●	●
Driver's knee airbag (SRS) ¹²	●	●	●	●
Rollover sensor (SRS) ¹²	●	●	●	●
Whiplash protection front seats with height-adjustable head restraints	●	●	●	●
Three individual rear-seat head restraints	●	●	●	●
Height-adjustable 3-point front seatbelts with dual pretensioners and force limiters. 3-point seatbelts at all rear seating positions.	●	●	●	●
LATCH system: Lower Anchors and Tethers for CHildren	●	●	●	●
Optional Equipment				
STARLINK™ Safety Plus & Security Plus ⁵	—	○	○	○
Lineartronic® CVT (Continuously Variable Transmission)	○	●	○	●
Power moonroof	—	○	—	—
EyeSight® ⁸ • Blind-Spot Detection with Rear Cross-Traffic Alert ⁹ • Steering Responsive Fog Lights (SRF)	—	○	—	—
EyeSight® ⁸ • Blind-Spot Detection with Rear Cross-Traffic Alert ⁹ • Steering Responsive Fog Lights (SRF) • Power moonroof	—	○	—	—
Harman Kardon® audio system • Blind-Spot Detection with Rear Cross-Traffic Alert ⁹ • Power moonroof	—	—	○	—
Harman Kardon® audio system • EyeSight® ⁸ • Blind-Spot Detection with Rear Cross-Traffic Alert ⁹ • Power moonroof	—	—	○ ¹³	—
EyeSight® ⁸ • Blind-Spot Detection with Rear Cross-Traffic Alert ⁹ • Reverse Automatic Braking (RAB) ¹⁰ • Power moonroof	—	—	—	○
SUBARU STARLINK™ 8.0" Multimedia Navigation • Harman Kardon® audio system • EyeSight® ⁸ • Blind-Spot Detection with Rear Cross-Traffic Alert ⁹ • Reverse Automatic Braking (RAB) ¹⁰ • Power moonroof	—	—	—	○
EQUIPMENT CONTENTS				
SUBARU STARLINK™ 8.0" Multimedia Navigation System: Voice-activated 8.0-inch multi-touch gesture high-resolution GPS navigation system with Apple CarPlay™, Android Auto™, Pandora®, Aha™ and smartphone app integration ⁴ , STARLINK™ cloud-based applications, including Yelp®, iHeart® Radio, SiriusXM® All Access Radio ⁶ , Traffic® ¹⁴ and Travel Link® ¹⁴ , high-resolution LCD touchscreen AM/FM/CD player, HD Radio®, dual USB port/iPod® control, Bluetooth® audio streaming and hands-free phone and text messaging, and 3.5-mm auxiliary jack				
Harman Kardon® audio system: 8 Harman Kardon® speakers and a 432-watt equivalent amplifier				
EyeSight® Driver Assist Technology®: Pre-Collision Braking System, Pre-Collision Throttle Management, Lane Departure and Sway Warning with Lane Keep Assist, Adaptive Cruise Control				
STARLINK™ Safety Plus & Security Plus⁵: Includes STARLINK™ Safety Plus features and adds Stolen Vehicle Recovery, Remote Lock/Unlock, Remote Horn & Lights, Remote Vehicle Locator and Vehicle Security Alarm Notification				
● Standard ○ Optional — Not equipped □ Available retailer-installed accessory				



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



Cargo Tray. Removable tray helps to protect the cargo area from stains, dirt and other messes while providing a surface that helps reduce the shifting of cargo while driving.



Side Sill Plates. Metallic-finished panels dress up the sill plates of the Impreza.



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



Door Edge Guards. Help protect your door edges from dings and chips with custom-fit, body color-matched Door Edge Guards. They help preserve the appearance of your Subaru while seamlessly blending into the door design.



Splash Guards. Helps protect vehicle paint finish from stones and road grime.
Set of four.



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



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.



Silver Metallic and Black Gloss Shift Knob. The ultimate shift knob for your Impreza. Silver metallic and black gloss combine with leather accents to make a stylish shift knob that gives your interior just the right edge.
Lineartronic® CVT models only.



Exterior Auto-dimming Mirrors. Enhance your Auto-dimming Mirror experience by adding the Exterior Auto-dimming Mirrors with Approach Light.* When in traffic, the Exterior Auto-dimming Mirrors help add to a safer driving experience by reducing headlight glare on the exterior mirrors. This occurs when excessive light is detected from the rear of the vehicle. The dimming level of the exterior mirrors is regulated by the level of light detected by the Interior Auto-dimming Mirror.
*Requires accessory Interior Auto-dimming Mirror.



Remote Engine Starter. Allows vehicle to be started by pushing a button from the convenience of home or the office (up to 400 feet away depending on obstructions) so that the vehicle's interior temperature is more comfortable upon entry. The start/stop button blinks to confirm the engine has been started.
Lineartronic® CVT models only.



Auto-dimming Mirror with HomeLink.® This upgraded auto-dimming mirror detects glare and darkens automatically to protect your vision while featuring an 8-point digital compass. Three backlit HomeLink® buttons can be programmed to operate most garage doors, security gates, home lighting and more. It can also provide you with the last status of your garage door (open or closed) if programmed to a compatible opener featuring two-way communication.

Protecting Your Investment

Once you're part of our family, we'll be there for you. Every Subaru comes with 24-hour roadside assistance for 3 years or 36,000 miles. If you have trouble on the road, a tow to the nearest Subaru retailer and other services is just a phone call away. And to protect you over the long haul, we offer Added Security®...ask for it by name—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.

Subaru Badge of Ownership

True commitment shows through. For Subaru owners, it shows in kayak 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 fully embrace it. Owners can order badges online for free, stick them on, and let everyone know how they experience the world. Which one will you get?



Durability



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 97% of Subaru Impreza vehicles sold in the last 10 years are still on the road today.¹⁵ We also share your desire for a cleaner, greener world. Every 2017 Impreza model achieves Partial Zero Emission Vehicle—PZEV²—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. Subaru is also headquartered in a zero-landfill office in Cherry Hill, N.J.

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

1 Available Winter 2017. See your retailer for details. 2 2017 Subaru Impreza 2.0L 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, Connecticut, Maine, Maryland, Massachusetts, New Jersey, New York, Rhode Island and Vermont will be eligible for the 15 years/150,000 miles emission warranty. Delaware, Oregon, Pennsylvania and Washington vehicles are not covered under PZEV emissions control warranty. See your warranty maintenance booklet for additional information. 3 2017 EPA fuel economy estimates for models equipped with Lineartronic CVT. Actual mileage may vary. Manual transmission estimates not available at time of printing. 4 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. 5 Activation and subscription required. See your retailer for details. 6 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 7 Available only with other features. See Optional Equipment listing. 8 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. Pre-Collision Braking System is designed to provide automatic braking that either prevents a collision or reduces the severity of frontal impacts. Pre-Collision Throttle Management is designed to reduce acceleration and minimize the severity of certain frontal impacts. Adaptive Cruise Control and Brake Light Recognition are designed to assist the driver and are not substitutes for safe and attentive driving. Lane Departure and Sway Warning and Lane Keep Assist operate only when the lane markings are visible and system effectiveness depends on many factors. See Owner's Manual for complete details on system operation and limitations. Please remember to turn off EyeSight when going through a carwash. 9 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. 10 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 Rear-Vision Camera when backing up. See Owner's Manual for complete details on system operation and limitations. 11 Activation and required subscription sold separately. Includes 1-year trial subscription. See retailer for details. 12 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. 13 Requires Lineartronic® CVT. 14 Activation and required subscription sold separately. Includes 3-year trial subscription. See your retailer for details. 15 Based on IHS Markit U.S. total new light-vehicle registrations vs. vehicles in operation in the MY2006–2015 models which have been on the U.S. market for the entire ten-year time period in the Non-Luxury Traditional Compact segment for non-turbo cars.



Rockford Fosgate® Audio Upgrade

Get ready to not only hear your music but feel it, too. The Rockford Fosgate® Audio Upgrade¹ 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.

Engineers developed this premium audio upgrade to specifically match the acoustics of your Impreza. The harder you push it, the better it performs, so feel free to crank up the volume as loud as you like. That's how you'll get the best experience.

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



Cargo Tray. Removable tray helps to protect the cargo area from stains, dirt and other messes while providing a surface that helps reduce the shifting of cargo while driving.



Door Edge Guards. Help protect your door edges from dings and chips with custom-fit, body color-matched Door Edge Guards. They help preserve the appearance of your Subaru while seamlessly blending into the door design.



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.



Remote Engine Starter. Allows vehicle to be started by pushing a button from the convenience of home or the office (up to 400 feet away depending on obstructions) so that the vehicle's interior temperature is more comfortable upon entry. The start/stop button blinks to confirm the engine has been started. Lineartronic® CVT models only.



Side Sill Plates. Metallic-finished panels dress up the sill plates of the Impreza.



Splash Guards. Helps protect vehicle paint finish from stones and road grime.

Set of four.



Silver Metallic and Black Gloss Shift Knob. The ultimate shift knob for your Impreza. Silver metallic and black gloss combine with leather accents to make a stylish shift knob that gives your interior just the right edge.

Lineartronic® CVT models only.



Auto-dimming Mirror with HomeLink.® This upgraded auto-dimming mirror detects glare and darkens automatically to protect your vision while featuring an 8-point digital compass. Three backlit HomeLink® buttons can be programmed to operate most garage doors, security gates, home lighting and more. It can also provide you with the last status of your garage door (open or closed) if programmed to a compatible opener featuring two-way communication.



Let nothing **hold you back.**

When your passion is bigger than your cargo area, Genuine Subaru active lifestyle accessory attachments manufactured by Thule® are a smart way to securely transport larger gear like bikes, skis, snowboards, kayaks, paddleboards and more. Each carrier safely attaches to your roof rack and can be removed if needed.



Thule® Paddleboard Carrier



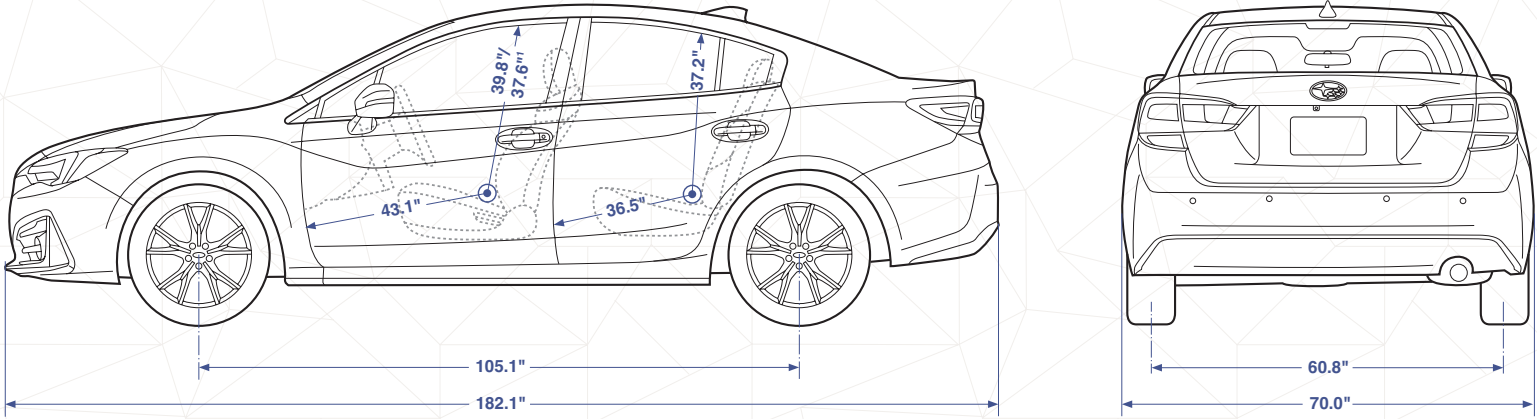
Thule® Roof-mounted Bike Carrier



Thule® Heavy-duty Roof Cargo Basket

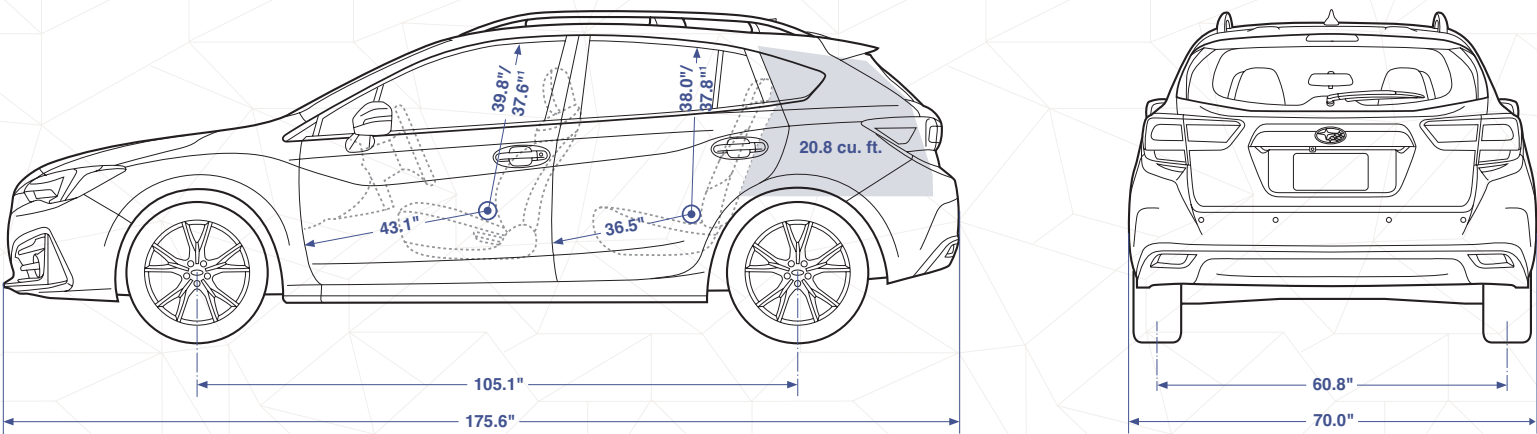
2017 Impreza | Dimensions

Impreza Sedan



Length/Width/Height	Sedan: 182.1 inches/70.0 inches (79.4/79.9 ² including mirrors)/57.3 inches 5-door: 175.6 inches/70.0 inches (79.4/79.9 ² including mirrors)/57.3 inches (58.3 ³ /58.9 ⁴)	
Wheelbase	105.1 inches	
Track (front/rear)	60.6 inches/60.8 inches	
Base curb weight (manual/automatic)	Sedan 2.0i: 2,974 lbs/3,034 lbs 2.0i Premium: N/A/3,073 lbs 2.0i Sport: 3,075 lbs/3,131 lbs 2.0i Limited: N/A/3,108 lbs	5-door 2.0i: 2,985 lbs/3,047 lbs 2.0i Premium: N/A/3,093 lbs 2.0i Sport: 3,082 lbs/3,135 lbs 2.0i Limited: N/A/3,128 lbs

Impreza 5-Door

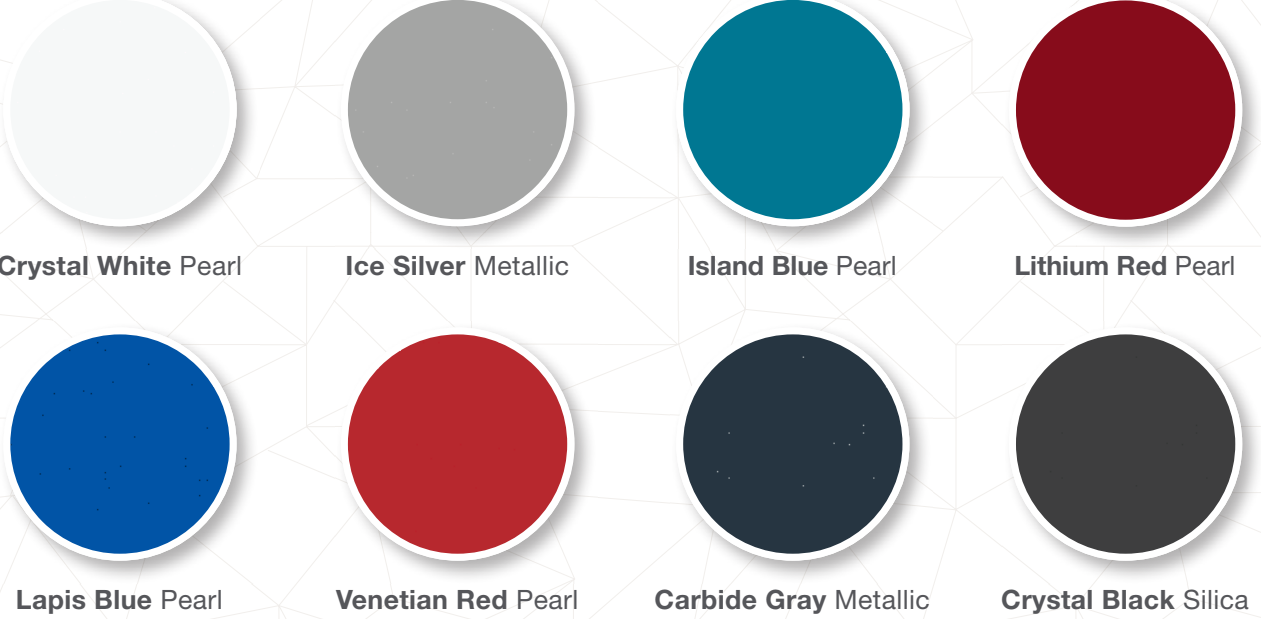


Headroom (front/rear)	Sedan: 39.8 inches/37.2 inches (with moonroof: 37.6 inches/37.2 inches) 5-door: 39.8 inches/38.0 inches (with moonroof: 37.6 inches/37.8 inches)
Legroom (front/rear)	43.1 inches/36.5 inches
Shoulder room (front/rear)	56.7 inches/55.6 inches
Hip room (front/rear)	55.1 inches/55.2 inches
Passenger volume	Sedan: 99.8 cubic feet (with moonroof 96.8 cubic feet) 5-door: 100.9 cubic feet (with moonroof 97.5 cubic feet)
Cargo volume	Sedan: 12.3 cubic feet 5-door: 20.8 cubic feet (55.3 cubic feet with rear seat lowered)

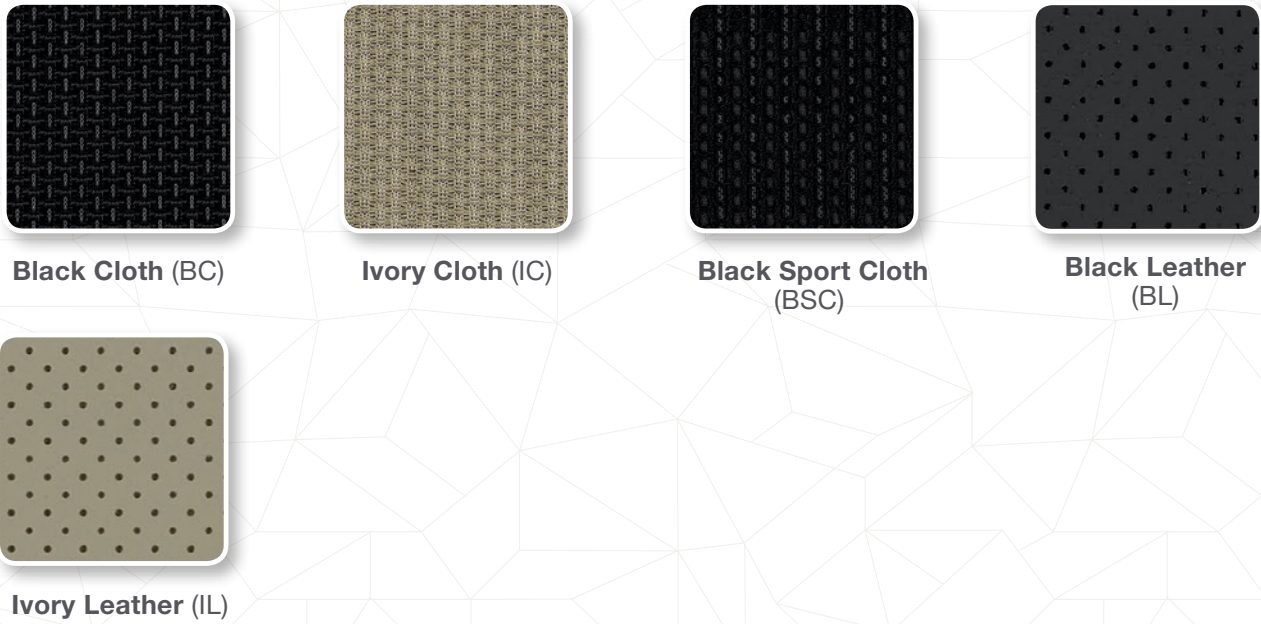
1 With available moonroof. Moonroof availability varies by trim level.
2 Mirrors with integrated turn signals.
3 2.0i Sport models.
4 Including roof rails.

2017 Impreza | Colors

Paint



Upholstery



Color Combinations		2.0i – 2.0i Premium	2.0i Sport	2.0i Limited
	Crystal White Pearl	BC or IC	BSC	BL or IL
	Ice Silver Metallic	BC	BSC	BL
	Island Blue Pearl	BC	BSC	BL
	Lithium Red Pearl	–	BSC	–
	Lapis Blue Pearl	IC	BSC	IL
	Venetian Red Pearl	IC	–	IL
	Carbide Gray Metallic	BC	BSC	BL
	Crystal Black Silica	BC or IC	BSC	BL or IL

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/Impreza2017



App Store:

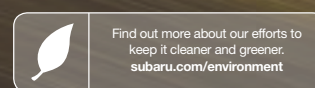
tour.subaru.com/Imprezaapp



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

