

# IMPREZA



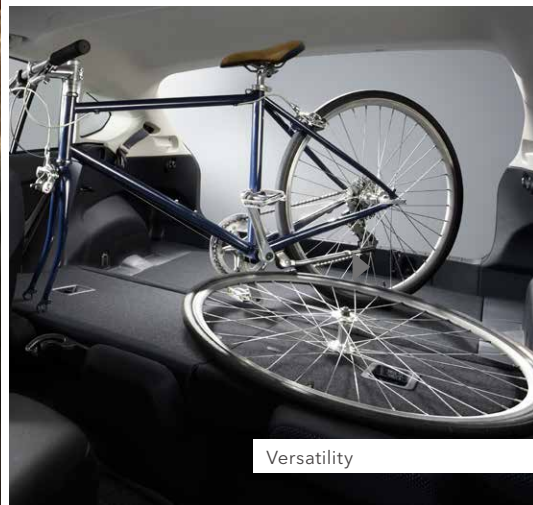
**SUBARU**

*Confidence in Motion*





Technology



Versatility

# TRUST.

IT'S WHAT DRIVES THE MOST FROM EVERY MOMENT.

► You can sense it when you drive a Subaru. There's a rewarding sense of possibility, security and response built into each and every one. And you can feel it in the Subaru Impreza, starting with the exceptional control of Symmetrical All-Wheel Drive and the balance of the SUBARU BOXER engine that heightens the driving experience more than any other. See how what's under the skin of the Impreza lets you savour its captivating design, fuel-sipping efficiency and thoughtful engineering. Discover the joy of knowing the Impreza watches out for your needs to keep up with your life, because you can trust the engineering inside.



## QR Code

When you see a QR code, scan it with your smartphone or tablet QR reader to launch exclusive content. Or type in the URL directly to your web browser.



# Believe.

Joy awaits at every turn.

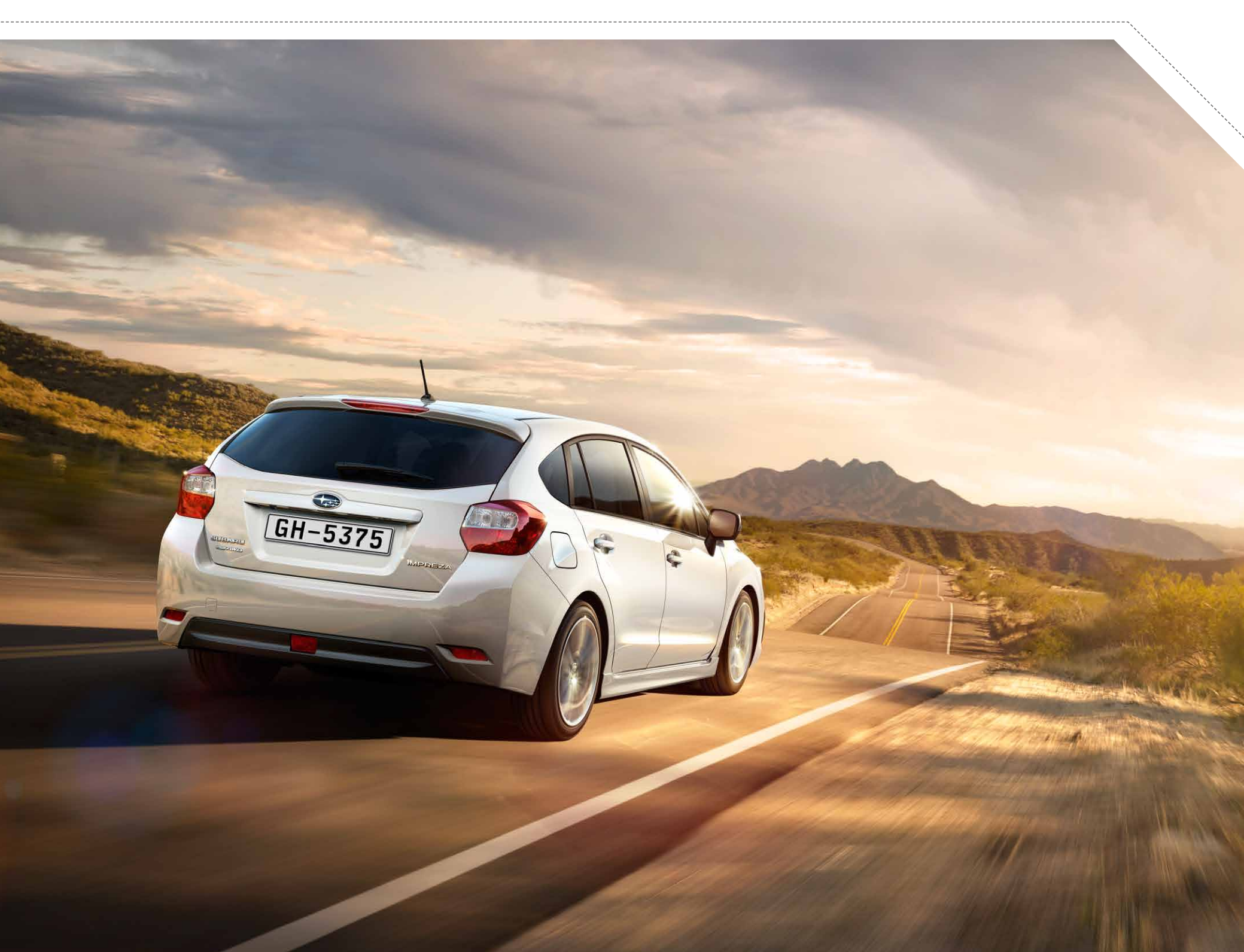
- The one-of-a-kind combination of Symmetrical All-Wheel Drive and Subaru BOXER engine inside a Subaru Impreza brings a thrilling driving experience to life. Their superb balance and composure deliver power in harmony with control, giving you an exhilarating connection to the road that you can count on every time you get behind the wheel.



Scan the code and watch Impreza's promotional video.



<http://bit.ly/13iocTa>



# Always controls the corners.

At all four corners.

## ► Symmetrical All-Wheel Drive

Symmetry gives you balance. Balance gives you stability and control. That is why Subaru has been developing and perfecting the Symmetrical AWD system since 1972. Matched with the SUBARU BOXER engine for an almost perfectly symmetrical layout, it maximises the power delivery with exceptional traction and generates balance and stability for total control in almost any condition, giving you the confidence to delight in every kilometre.



<http://bit.ly/19QVUS5>



Scan the code and watch video to find out more about Symmetrical AWD.

### Dynamic Performance

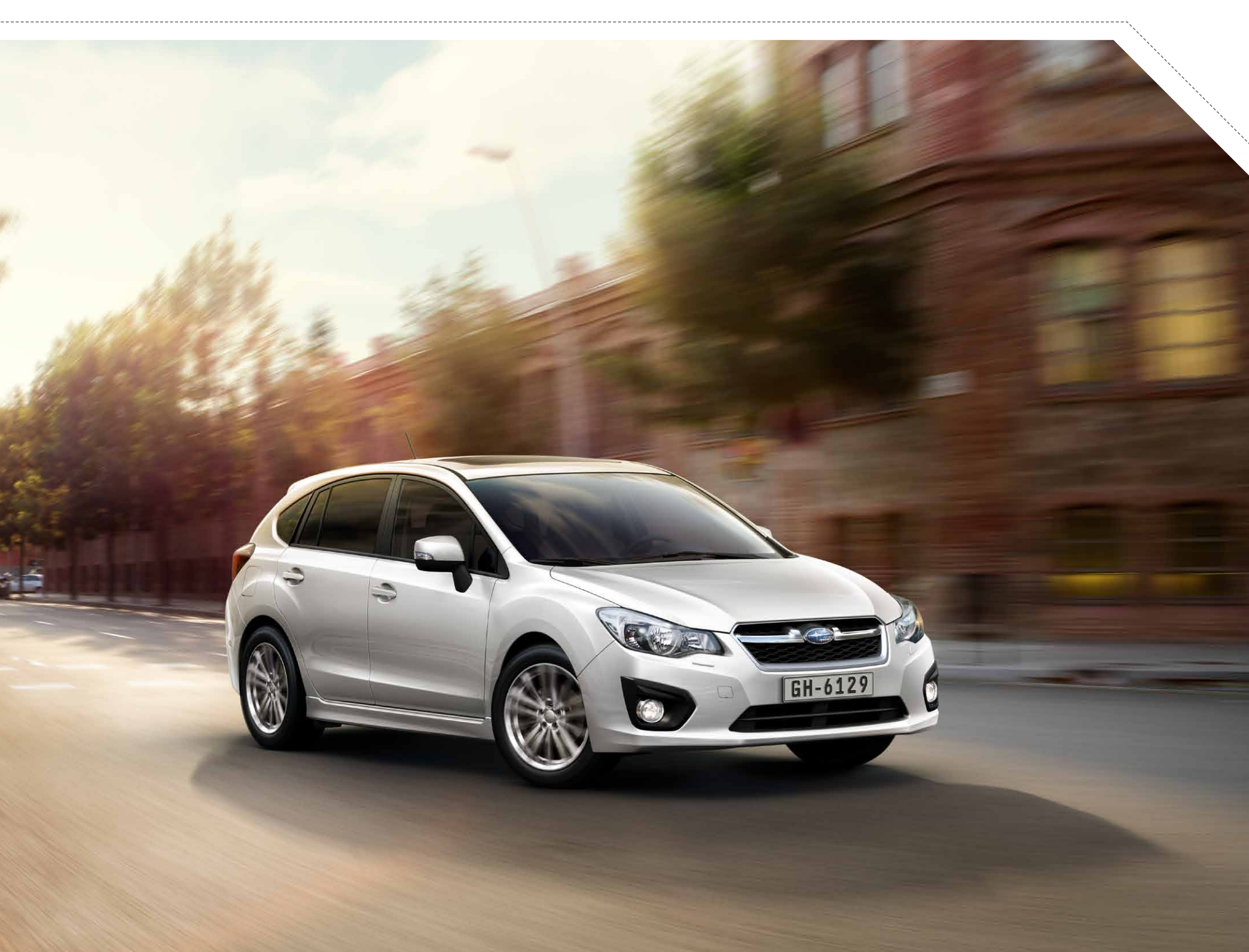
Exceptional traction makes acceleration feel immediate and exhilarating. And the symmetry helps the Impreza deliver responsive handling because it's more stable during cornering, for a unique feeling of control at all times.

### Constant Contact

The more your tyres are engaged with the road, the more control you have. Power is routed to all four tyres all the time in order to maintain a strong connection to the road, maximising handling and control.

### Agility In An Emergency

In bad weather, or in the precious seconds it takes to react to a sudden situation, the symmetrical drivetrain of the Impreza—with almost total side-to-side balance—provides the stability, agility and traction to help you avoid danger when it steps into your path.



# Inside every Subaru— the power to inspire.

## ► SUBARU BOXER Engine

Few other cars drive with the fun and eagerness of Impreza, so you won't be surprised by how uniquely it is accomplished. The horizontally-opposed configuration of the SUBARU BOXER engine places the pistons 180 degrees apart, for a lower, flatter profile than other engine types. This gives the engine, and therefore the overall vehicle, a lower centre of gravity and a more balanced distribution of weight. Further, the pistons' opposing movements inherently counteract each other, naturally helping to reduce vibration.



<http://bit.ly/11c3dQF>



Scan the code and watch video to find out more about Boxer Engine.



### Increased Stability

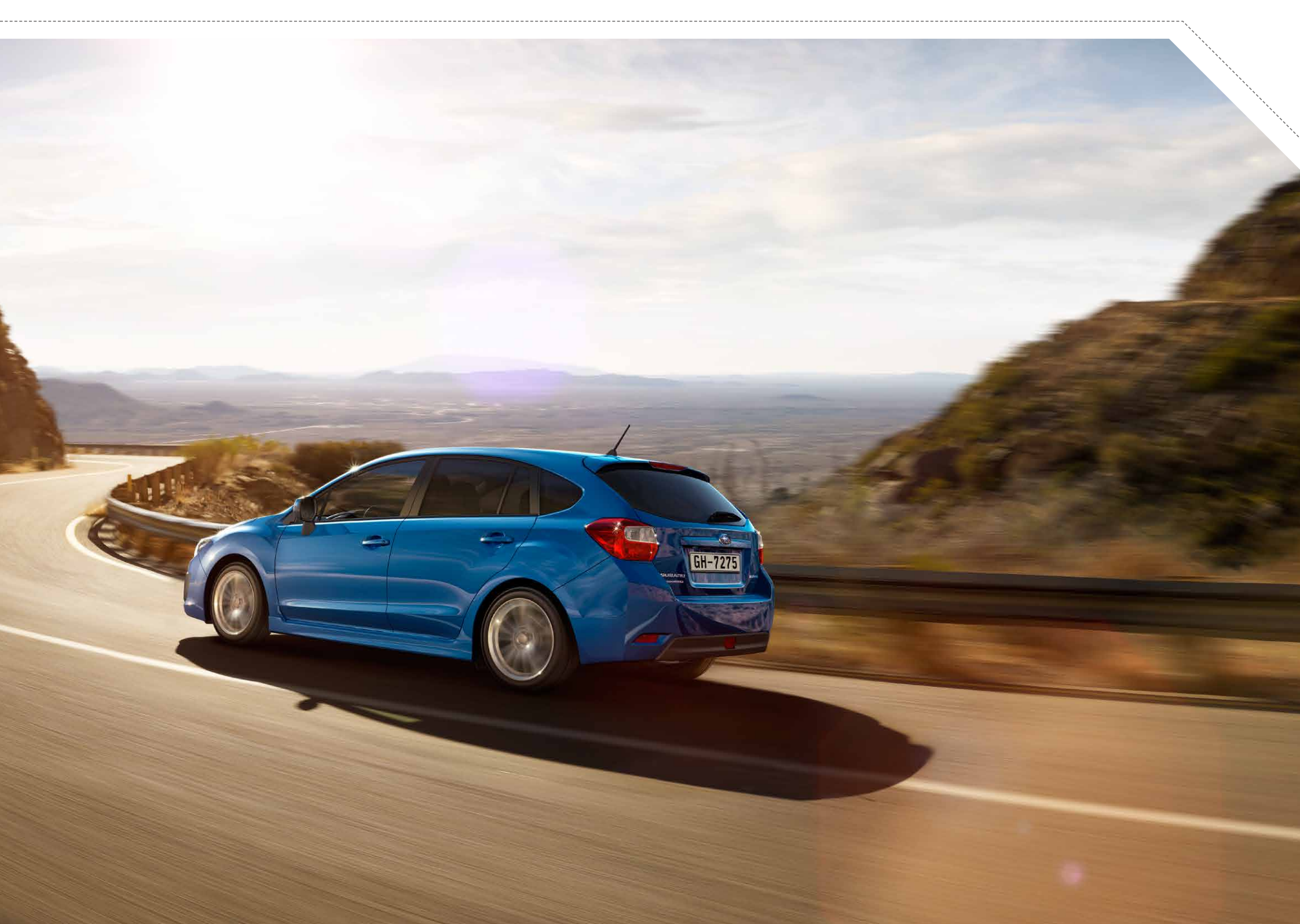
Because the engine block has a flatter profile and sits lower in the chassis, the overall vehicle is more stably balanced and resistant to side-to-side motion than other designs.

### Smooth and Exciting

At any rpm, the engine delivers immediate, responsive power that comes on smooth. The pistons lay flat and work against each other to reduce vibrations, making the ride as easy and comfortable as it is spirited.

### Long-lasting Performance

The engine's flat design is inherently rigid and self-balancing, generating less vibration than "V-type" or "in-line" engines for more durability and more reliable performance.



# Exhilaration

in every turn.

► **What’s inside:**

Every aspect of a vehicle’s design affects the way it drives. That’s why we look at the car as a whole when we craft its performance.

**What it does:**

With each element, both big and small, working in concert, the Impreza achieves its unique balance between quick response and a smooth ride.

**Subaru Dynamic Chassis Control Concept**

Taking full advantage of the Subaru Dynamic Chassis Control Concept (DC<sup>3</sup>), all the components of the Impreza are designed to work in harmony—bringing it closer than ever to the goal of perfect handling. It employs high-tensile steel in critical areas to achieve high strength with lightweight. A highly rigid body structure delivers an accurate, natural steering feel whilst allowing the engine and suspension to be effectively isolated from the cabin. The result is everything that makes driving a pleasure: confidence, comfort, sportiness, safety—all in impeccable balance.

**Front Suspension**

Expertly balancing sporty handling with a comfortable ride, the Impreza’s suspension is fine-tuned for everyday satisfaction. In the front, rigid struts enhance precision, and give the steering an accurate and lively feel. A long stroke and wide tread provide an ideal balance of stable handling, good grip, flat cornering and a composed ride. And for more accurate tracking of the rear wheels, a support arm added.

**Rear Suspension**

A refined rear suspension will reignite your passion for driving. A double wishbone rear suspension handles rough roads and sharp corners with poise and precision. Whilst pillow ball bushings improve tyre contact for better traction and to reduce understeer for a more accurate feel whilst cornering. The suspension has also been stiffened for quicker response to driver input.



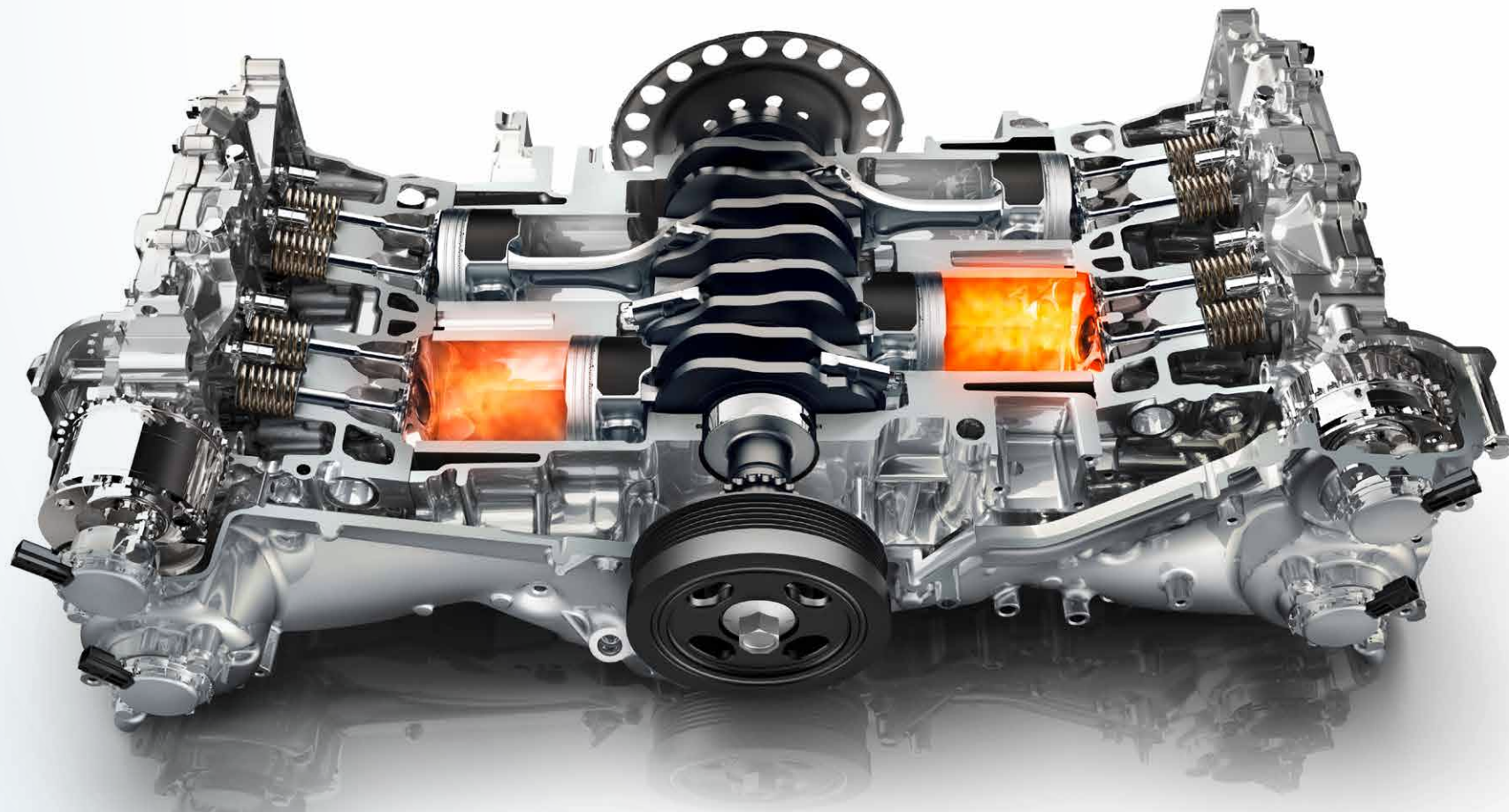
# Response and efficiency are in its DNA.

## What's inside:

The SUBARU BOXER engine combines trademark horizontally-opposed design with technological refinement.

## What it does:

Its naturally balanced smoothness and low-profile handling advantages are matched by even greater economy and response.

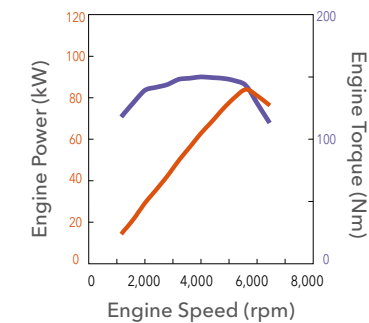


## Third-generation Engine

The SUBARU BOXER engine has always offered exceptional balance and smooth response, but we've figured out a way to make driving a Subaru even more inspiring. To create the latest generation SUBARU BOXER, engineers painstakingly reviewed the effectiveness of every valve, port and piston, resulting in an engine that is lighter and uses fuel more efficiently. Not only does the engine achieve impressive efficiency, but it offers robust low-end torque response—meaning you'll feel immediate, satisfying response every time the accelerator is pressed.

## 1.6-LITRE DOHC SUBARU BOXER

Paired with Lineartronic, this SUBARU BOXER engine is efficient and clean. Not only is this engine a standard for Subaru environmental responsibility, it's also an equally impressive performer. With the natural balance and smoothness inherent in its SUBARU BOXER configuration, and double-overhead camshaft (DOHC) engine and Active Valve Control System (AVCS) to enhance its performance, it delivers eager response at lower rpm. By combining response and exceptional efficiency, it's an engine that will give you more fun with less fuel.



MAX OUTPUT: 84 kW (114 PS) / 5,600 rpm

MAX TORQUE: 150 Nm (15.3 kgfm) / 4,000 rpm

### FUEL CONSUMPTION

1.6i FWD: 5.8 lit./100 km\* (Lineartronic),  
6.1 lit./100 km\* (5MT)  
1.6i: 5.9 lit./100 km\* (Lineartronic),  
6.2 lit./100 km\* (5MT)  
1.6i Sport: 6.1 lit./100 km\* (Lineartronic),  
6.4 lit./100 km\* (5MT)

### CO<sub>2</sub> EMISSIONS

1.6i FWD: 133 g/km\* (Lineartronic),  
142 g/km\* (5MT)  
1.6i: 136 g/km\* (Lineartronic),  
144 g/km\* (5MT)  
1.6i Sport: 140 g/km\* (Lineartronic),  
147 g/km\* (5MT)

\* Fuel consumption and CO<sub>2</sub> emissions: According to EC715/2007-566/2011F.



# Confidence in every gear.

## What's inside:

Impreza offers a choice in transmissions—including the highly efficient Lineartronic—each one mated to its own variation of Symmetrical AWD.

## What it does:

No matter how you choose to control the engine's performance, you'll always enjoy the solid balance and control of Symmetrical AWD.

### 5-Speed Manual Transmission + Viscous Centre Differential AWD

Geared for response and control, the 5-speed manual transmission for 1.6-litre models allow you to define your own personal driving style. It features hill start assist to help you avoid rolling when starting on a hill. Also, it's paired with an AWD system utilising a viscous limited-slip centre differential (LSD). Whenever the balance of traction changes, the LSD instantaneously redistributes the torque to the front and rear wheels as needed. And the AWD models include Dual-range (Hi/Lo) gearing, for added control in extreme situations.

### Auto Start Stop

Achieve higher efficiency without compromise. This system minimises wasted fuel when standing still by turning off the engine during idling. When traffic starts to move, let off the brake pedal and the engine reengages in 0.35 seconds. The transition's so quick and seamless that you'll hardly notice it working—even in stop-and-go traffic.



### Lineartronic + Active Torque Split AWD

The Impreza achieves inspiring levels of response and efficiency with Lineartronic. By keeping the engine running in its optimal rev range and preserving the momentum that's often lost during a gear shift, this unique transmission dramatically maximises fuel efficiency. And thanks to a compact and lightweight configuration designed specially to work with the SUBARU BOXER engine, it ensures quick response and engaging performance. It's longitudinally paired with an active torque split AWD system that responds to traction conditions, the transmission and driver inputs by continuously controlling the torque distribution front to rear.



<http://bit.ly/17Q3SKA>



Scan the code and watch video to find out more about CVT Mechanism.

# An interior you'll want

to spend more time inside.

- The appeal of the Impreza only begins at its bold lines, modern design, and quality interior materials. With generous room for the driver and every passenger, and space for the most active lifestyles in the cargo area, the Impreza does more—and does it more comfortably—than you ever expected. And the Impreza does so without using up more than its share of space outside. So, it tackles urban or crowded environments just as confidently.

**1 More comfort for everyone.**

The Impreza features many innovations to put you and your passengers at ease. The seats are thoughtfully designed for long-term comfort with supportive, vibration-absorbing cushioning. For a better, more confident view of the road, it has an elevated hip point. And you'll find convenient touches easily at hand, like a smartly sliding centre armrest, and angle adjustable headrests.

**2 Your music, on the go.**

Plug your iPod\*<sup>1</sup> or other mobile music device into Impreza's auxiliary audio input jack and your digital music plays through the car's audio system. The CD player is MP3-compatible, too.

**3 Control in your hands. Or hands-free.**

Available switches on the steering wheel place controls such as cruise control, audio satellite, and iPod®\*<sup>1</sup> controls conveniently at the driver's fingertips. An available Bluetooth®\*<sup>2</sup> hands-free system automatically links with your registered mobile phone.

\*1 Apple, iPhone and iPod are registered trademarks of Apple Inc. \*2 Bluetooth is a registered trademark of Bluetooth SIG, Inc. America.





# Filled with the features

that reward.

- ▶ The Impreza takes your comfort and convenience to new heights with a cockpit layout that rewards your eyes and your fingers every time you drive. Design cues and premium interior materials inspire a relaxed state of mind, whilst quickly delivering important information and keeping vital control close at hand. And the contoured, ergonomically designed seats keep you comfortable even on longer drives, whilst offering ample support in corners and encouraging your enthusiasm.

## 1 High-grade Multi-function Display\*1

Stay fully aware for confident and efficient driving. Located conveniently in the instrument panel, it shows you time, temperature, self-check maintenance alerts, and safety information such as Vehicle Dynamics Control (VDC) monitoring. Also, it features an advanced environmental performance and efficiency display that keeps you apprised, and allows you to totally track your fuel efficiency—even allowing you to compare the efficiency of different trips.

## 2 Navigation System\*2

Enjoy faster, more accurate guidance. The 6.1-inch high-resolution touchscreen pinpoints your location, whilst providing information like maintenance data. Advanced voice recognition lets you operate the system in a normal speaking voice in seven different languages. An SD card slot gives you the option to update the system with maps purchased via the Internet. Make hands-free calls with a compatible Bluetooth®\*3-enabled phone. And for even greater convenience, this navigation system can read aloud your SMS text messages, so you don't miss anything whilst driving.

## 3 6- or 4-Speaker Premium Audio System

Let your music come alive with the powerful 4-speaker 140-watt system\*4 or 6-speaker 180-watt system\*5. Speakers tuned for the Impreza's acoustics result in sound that enraptures the senses. The 6-speaker audio features Bluetooth®\*3 hands-free calling, and two additional speakers in the instrument panel for a fuller sound. You can expand your music choices with MP3 and WMA\*6 playback, an iPod®\*7 controller and a USB input. You can even search your music and access other functions with voice commands.

## 4 Enhanced rear vision. Easier parking.

Enjoy the ability to manoeuvre the Impreza in tight city spaces with ease using the Rear Vision Camera System, standard on 1.6i Sport. When the driver shifts into reverse, the camera displays a live colour image on Impreza's in-dash display, along with guidelines to assist in parking manoeuvres.

\*1 Standard on 1.6i Sport.

\*2 Optional on 1.6i Sport. Navigation system: Map data is stored on SD cards. Updates can be easily purchased from your local showroom or downloaded from the Internet.

\*3 Bluetooth is a registered trademark of Bluetooth SIG, Inc. America.

\*4 Standard on 1.6i.

\*5 Standard on 1.6i Sport.

\*6 WMA: WMA is a trademark of Microsoft corporation in the United States and/or other countries.

\*7 Apple, iPhone and iPod are registered trademarks of Apple Inc.



1  
2

3  
4



# Smart ideas

from every seat.

## ► What's inside:

Wherever you're driving the Impreza, you'll find its interior design has been thought out to allow passenger and cargo space to work together with ease and efficiency.

## What it does:

Having smart options means you can rest assured knowing you're prepared for whatever opportunities life brings your way.

Everything about the Impreza's design—even the compact engineering of its rear suspension—goes into making it a car you'll love to live with. With a wide luggage area, it handles large cargo with little effort. What's more, 60/40 split rear seats easily fold individually or together with just one, so you can easily take on longer items, too. Its design even makes getting in and out easy. The Impreza is flexible, without requiring you to be.

### 1 Versatile 5-Door

Impreza 5-Door can take on five passengers and five carry-on suitcases at the same time. The nearly square rear gate opening eases loading, and the rear seats fold level with the load floor, whilst cargo hooks help you secure your belongings.

### 2 Bigger ideas for little spaces

Beyond roomy, the Impreza offers a place for life's little things, too. Pockets in each door include bottle holders. The centre console includes cup holders, a tray, and a padded armrest that opens to reveal added storage and a 12-V power outlet.





**Know.** Experience is there to protect.

- Safety is designed into every facet of the Subaru Impreza. Our passion for protection shows in the way we build it with features like the Ring-shaped Reinforcement Frame to make it strong, and equip it with active technologies for exceptional control. But most of all, it's reflected in our long-standing status as a leader in automotive safety.

► **In control.** Out of danger.

**What’s inside:**

Impreza’s AWD, agility and active safety systems help give you the power to step around danger when it steps into your path.

**What it does:**

Subaru knows the best way to survive a collision is to never get into one in the first place.

**Active Safety, to avoid a collision.**

Many of the same features which make an Impreza fun to drive also help keep its occupants out of harm’s way. The stable, responsive handling of its Symmetrical AWD is enhanced by the low centre of gravity of its SUBARU BOXER engine. Its standard Vehicle Dynamics Control System, surefooted suspension, antilock brakes and quick steering help you maintain control.

**Braking System**

With powerful disc brakes at every wheel, the Impreza reassuring braking response. The standard 4-channel Antilock Braking System (ABS) helps the driver retain steering control under hard braking. It’s teamed with Electronic Brake-force Distribution, which reapportions the front/rear braking pressure when the vehicle is loaded. And it also features two systems to ensure maximum braking during an emergency—Brake Assist and Brake Override.

**Visibility**

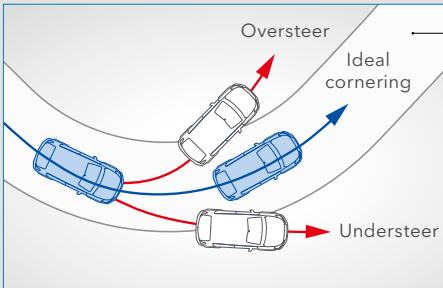
To avoid danger, you have to see it coming, and every Subaru is designed to help the driver maintain maximum awareness of their surroundings. The cabin-forward design of the Impreza, and features like a wide side-view mirror, help improve your view of the road. What’s more, the available Rear-vision Camera will give you a clear view behind you for even greater awareness.



<http://bit.ly/17BPQIY>



Scan the code and watch video to find out more about AWD Risk Aversion.



**Vehicle Dynamics Control System**

Standard on every Impreza, the Vehicle Dynamics Control System monitors and analyses if the vehicle is following the driver’s intended course via an array of sensors. If the vehicle approaches the limits of stability whilst cornering or avoiding an obstacle, the AWD torque distribution, engine output and brakes at each wheel are adjusted to assist in keeping the vehicle on course.



# ► Total safety comes from within.

### What's inside:

Smart engineering, exceptionally rigid construction and advanced technologies are ready to keep dangerous impact energy away from the vehicle's occupants, just in case.

### What it does:

Sometimes, a collision can be unavoidable, but you'll enjoy the peace of mind of knowing you're always surrounded by a vehicle that's proven the help protect.



### Passive Safety, to better survive a collision.

Occupant protection is a high priority in every element of the Impreza—from major features like the seats, to small designs like the pedals. Its body structure is intelligently strengthened in critical areas to help minimise the impact energies that reach the cabin. Whilst an array of advanced interior safety features help protect occupants directly.

### Pedestrian Protection

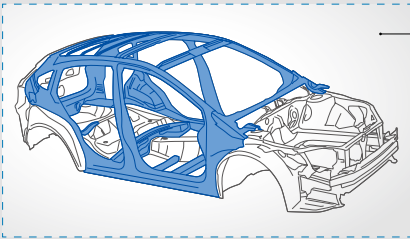
Impreza was designed with the objective of providing a high level of pedestrian protection. Shock-absorbing space between the bonnet and engine helps to reduce pedestrian injury if an accident should occur, as do an energy-absorbing front bumper and a specially designed area around the windshield wipers.



<http://bit.ly/13n1PuF>

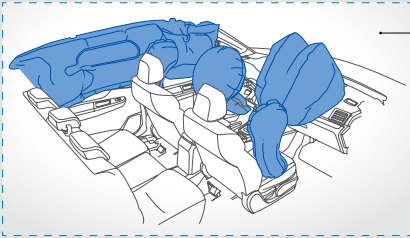


Scan the code and watch video to find out more about History of Crash Testing.



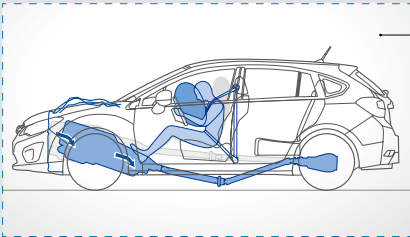
### Ring-shaped Reinforcement Frames

The Ring-shaped Reinforcement Frames strengthen the passenger cabin from the roof to the doors, pillars and floor. This design helps to divert and dissipate impact energy away from the occupants in a collision. The frames for the Impreza feature high-tensile steel designs that are strong and rigid, yet light in weight.



### Seats, Seatbelts and SRS\* Airbags

Height adjustable front seatbelts feature pretensioners hold passengers firmly in place. And the Impreza features whiplash-reducing front seats and energy-absorbing head restraints that can help better protect front occupants from injury during a rear collision. Front, front-side and curtain SRS\* airbags are standard on all models. Knee SRS\* airbag is also standard, which greatly increase the protection of the lower extremities of front passengers in frontal impacts. And a tether and ISO-FIX anchors—facilitate installation of compatible child safety seats.



### Break Away Engine

Every Subaru goes above and beyond common practice when it comes to your safety. In the event of a head-on collision, your Impreza's SUBARU BOXER engine and gearbox are designed to absorb the impact and break away from the cabin for your protection.

\* SRS: Supplemental Restraint System. Effective when used in conjunction with seatbelts.

# Lineup

## IMPREZA 1.6i SPORT

DIMENSIONS: L x W x H: 4,415 x 1,740 x 1,465 mm  
ENGINE: Horizontally-opposed, 4-cylinder, DOHC 16-valve petrol  
CAPACITY: 1,600 cc  
MAX OUTPUT: 84 kW (114 PS) / 5,600 rpm  
MAX TORQUE: 150 Nm (15.3 kgfm) / 4,000 rpm  
TRANSMISSION: 5MT\* or Lineartronic, AWD  
\* Dual-range



Satin White Pearl



Satin White Pearl



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TRANSMISSION: 5MT\* or Lineartronic, AWD or FWD  
\* Dual-range available only on AWD model.



Quartz Blue Pearl



Quartz Blue Pearl



# Thoughtfully equipped, inside and out.



**HID Headlamps with Auto Levelizer\*<sup>1</sup>**  
Available high-intensity discharge headlamps provide illumination that's more like daylight. The auto-levelizer helps to ensure that the headlamps are always pointed at the correct angle for the best visibility.



**Auto On/Off Headlamps\*<sup>2</sup>**  
A light sensor turns on the headlamps automatically at dusk, and shuts them off when you remove the key from the ignition.



**Front Fog Lamps\*<sup>2</sup>**  
Multi-reflector fog lamps also serve as daytime running lights, and emit a wide, flat beam that reflects less glare in fog, for added safety.



**Automatic Rain Sensing Windshield Wipers\*<sup>2</sup>**  
Available automatic windshield wipers detect rainfall on the glass and adjust their wiping intervals and speed accordingly.



**4-way Adjustable Steering Column**  
To help set your optimum driving position, the adjustable steering wheel tilts up-down and telescopes in-out.



**Keyless Access and Push Button Start System\*<sup>1</sup>**  
Unlock the front doors or tailgate by just gripping the handle, start the engine, and drive off – all without removing the key from your pocket.



**Cruise Control\*<sup>2</sup>**  
One-touch control allows the driver to set and maintain a steady cruising speed, convenient for long-distance driving on open motorways.



**Dual-zone Automatic Air-conditioning System\*<sup>2</sup>**  
This feature conveniently helps keep the temperature inside where you want it. It also allows the driver and front passenger to set different temperatures.



**Heated Door Mirrors\*<sup>3</sup>**  
Featuring a design that's large to improve your visibility, but also shaped to reduce wind noise, include electric heating.



**Power Glass Sunroof\*<sup>1</sup>**  
This available sliding sunroof with manual sunshade is tilt-adjustable and delivers a wide panoramic view and fresh breezes for front and rear passengers.



**17-inch Aluminium-alloy Wheels\*<sup>1</sup>**  
A dramatic design for the Impreza, they feature the high-tech, high-performance appeal of machine-finished 17-inch wheels.



**16-inch Aluminium-alloy Wheels**  
Standard on Impreza 1.6i Sport, these alloy wheels have a fresh look and are generously sized to suit Impreza's genuine sportiness and style.



**Front Cup Holders\*<sup>4</sup>**  
Driver and passenger enjoy convenient cup holders to keep beverages secure yet easy to access.



**Front Seat Heaters\*<sup>3</sup>**  
Available heated front seats offer two settings, for rapid heating or soothing warmth.



**Seatback Pocket (front passenger side only)**  
Behind the front passenger seat is a convenient pocket that's perfect for maps and magazines.



**8-way Power Adjustable Driver's Seat\*<sup>1</sup>**  
Available for driver's seat, this allows you to quickly find a comfortable and confident seating position by 8-way power adjustment.

\*<sup>1</sup> Optional on 1.6i Sport. \*<sup>2</sup> Standard on 1.6i Sport.  
\*<sup>3</sup> Standard on 1.6i Sport, optional on 1.6i. \*<sup>4</sup> 5MT Dual-range models: 1 cup holder.

Accessories



Vehicle is presented with a Front Grille (Mesh), Door Visor, B-pillar Molding, Side Protector and Splash Guard.

Personalise your ride.

Whilst every Impreza comes generously equipped, Subaru accessories are the perfect way to tailor your Subaru to your life and your style. Whether you want to add convenience, enhance functionality, or personalise your Impreza's

appearance, Subaru accessories are designed to provide the same fit and quality as your Subaru vehicle. For more details, ask for the accessory brochure or visit your nearest Subaru dealer.



Front Grille (Mesh)



Hood Deflector



Splash Guard (Front and Rear)



Roof Spoiler



Cargo Step Panel (Resin)



Cargo Tray



Carpet Mat



Rubber Mat



Sun Shade



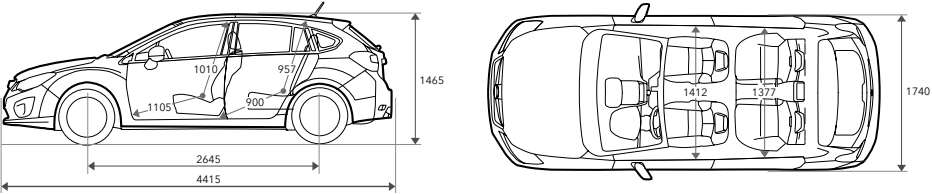
Carrier Base



Put confidence in motion  
with engineering you trust.

Dimensions

IMPREZA 5Door



Dimensions are measured in accordance with standard measurement of Fuji Heavy Industries Ltd.

Fuji Heavy Industries Ltd. reserves the right to alter specifications and equipment without notice. Details of specifications, equipment, colour availability and the accessory lineup are subject to suit local conditions and requirements. Please inquire at your local dealer for details of any changes that might be required for your area.



**SUBARU**

*Confidence in Motion*

**FUJI HEAVY INDUSTRIES LTD.**

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Printed in Belgium (14GNXXXX-01)