# 2004
## SUBARU BAJA

BAJA

## THE ULTIMATE POWER SPORTS MACHINE FROM SUBARU

*The ultimate sporty pickup is not a truck. It's the new Subaru Baja Turbo with Leather Package, with a 210-horsepower intercooled and turbocharged Subaru boxer engine. Leather-trimmed upholstery is just for starters. This top-of-the-line model also features an advanced 4-speed electronic Direct Control automatic transmission with SPORTSHIFT feature for precise manual shifting control when you want it. The equally advanced Variable Torque Distribution (VTD) All-Wheel Drive system provides optimal grip in all driving conditions—sporty handling when the road is clear and dry, and confident traction when the road is wet or slippery. Sit in the comfort of a 6-way power driver's seat with lumbar support and dual-mode heated front seats. Stand apart with sporty looking 6-spoke aluminum-alloy wheels. You get all the versatility that makes Baja so unique, including the innovative Switchback System that lets you configure the passenger compartment and rear cargo bed to carry whatever you take along for fun. (See page 5 for more details.) And when you have nowhere in particular to go, getting there is the fun.*

Baja Turbo with Leather Package shown in Mystic Blue Pearl with accessory bed extender, bed-mounted bike attachment, sport activity lights and splash guards

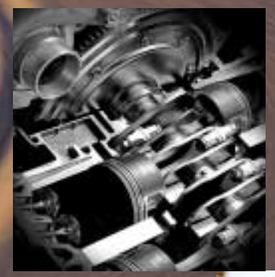
*The standard power moonroof gives you the sun during the day, the stars at night, and a refreshing breeze anytime.*

*The standard remote keyless entry system makes unlocking and locking your Baja a snap. When the vehicle is locked with the remote, the system gives an audible "chirp" to confirm the vehicle is secure.*

## *MUSCLE YOUR WAY TO THE FUN WITH 210 HORSEPOWER*

*Subaru Baja is The World's First Multiple Choice Vehicle that combines sedan comfort with pickup versatility. For 2004, Baja Turbo multiplies the driving fun with a 210-horsepower intercooled and turbocharged 2.5-liter Subaru boxer engine that shares technology with our rally-bred Impreza WRX STi. Know of any other pickup with a rally car heritage? The hood scoop is functional—it feeds air to the engine-mounted intercooler. Just as impressive, you get 235 lb.-ft. of peak torque at just 3,600 rpm for quick response in all types of driving. Baja Turbo runs like a performance sedan—0 to 60 mph in 7.3 seconds.* Standard Symmetrical All-Wheel Drive and a generous 8.4 inches of ground clearance allow Baja Turbo to take you just about anywhere your spirit of adventure wants to go. And with all that power, Baja Turbo provides a 2,400-lb. towing capacity for taking your favorite toys on the trip.*

** Car and Driver, October 2003*



*Pavement-rippling power courtesy of an intercooled and turbocharged 4-cylinder, horizontally opposed engine.*

*Baja Turbo with optional 4-speed electronic Direct Control automatic transmission features SPORTSHIFT for precise manual shift control when desired.*

***"You have to be driven by what's inside."***
***Lance Armstrong***

*And that's Baja … driven by innovative Subaru technology and your appetite for adventure.*

Baja Turbo shown in Black Granite Pearl/Onyx Metallic with available SNUGTOP* hard bed cover, accessory sport activity lights and splash guards

** The SNUGTOP Hard Bed Cover is not a Genuine Subaru Accessory and Subaru is not in a position to endorse or recommend them. Therefore it is up to potential purchasers to satisfy themselves that the covers meet their quality, safety, performance and other needs. Subaru cannot assume responsibility for any failure of these covers to perform properly or to meet purchaser's expectations.*

## *PRESENTING A NEW DIMENSION IN COMFORT AND VERSATILITY*

*Subaru is the expert at combining comfort with function. In all Baja models, the sporty four-seat interior design provides optimal comfort and space and features a rear center console box. You and your passengers will feel like you're in a sport sedan, with ride quality to match. Your choices are many: At the top of the line, Baja Turbo with Leather Package includes leather-trimmed upholstery with Baja embossed front seats, a 6-way power driver's seat with lumbar support and dual-mode heated front seats. Baja Sport and Baja Turbo feature gray flat-woven cloth upholstery with black vinyl bolsters. Baja Turbo adds a leather-wrapped steering wheel designed by MOMO for a sporty touch and the fine sounds of an AM/FM stereo with 6-disc in-dash CD changer and 6 speakers. The Baja Sport includes a single disc CD player and 4 speakers. The innovative Switchback System (right) lets you configure the passenger compartment and rear cargo bed to maximize carrying capability. Fold down the rear seatback, lower the Switchback pass-through door and carry items over 90 inches long with the Subaru Genuine Accessory bed extender installed and the tailgate lowered.*

*Finding a comfortable place is easy with the 6-way power driver's seat. A manually adjustable lumbar support provides a custom fit. (Standard on Baja Turbo with Leather Package models only.)*

*To help secure your gear, the cargo bed features four tie-down hooks that can be used with the optional bed cargo net.*

*Need more room? Fold down the Switchback® door and have a cargo area over 74 inches long, and easy access to anything you need.*

*For maximum cargo space, you can drop the tailgate with the optional bed extender in place and lower the Switchback door for a cargo area over 90 inches long.*

## *OPENING NEW DOORS TO GREAT VALUE*

*Baja Sport combines the versatility of the Switchback System with remarkable value. A 165-horsepower boxer engine provides responsive performance with excellent fuel efficiency.* Whether you choose the standard 5-speed manual transmission or the optional 4-speed electronically controlled automatic transmission, Baja Sport comes equipped to handle just about any road. Standard Symmetrical All-wheel Drive and 4-wheel fully independent raised heavy-duty suspension give Baja Sport all-road, all-weather capability, plus a smooth ride and responsive handling that's more like a sporty sedan than a pickup. The long list of standard comfort features includes air conditioning, AM/FM stereo with single-disc CD player and four speakers, cruise control, digital ambient temperature gauge, power moonroof, power windows with driver's auto down, power door locks, remote keyless entry system and a tilt-adjustable steering column. And you don't need to buy an option package to get 8.4 inches of ground clearance, 16-inch alloy wheels and a limited-slip rear differential, because they're all standard on Baja Sport.*

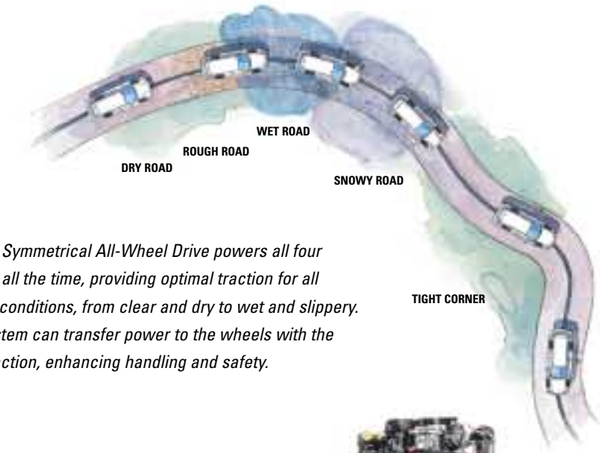
** EPA fuel mileage estimates of 21 mpg city/27 mpg highway with the 5-speed manual transmission and 21 mpg city / 28 mpg highway with the 4-speed automatic transmission.*

*The chrome sport bars on all Baja models not only add a custom-looking design touch, they help reinforce the body structure for safety and a smooth ride.*

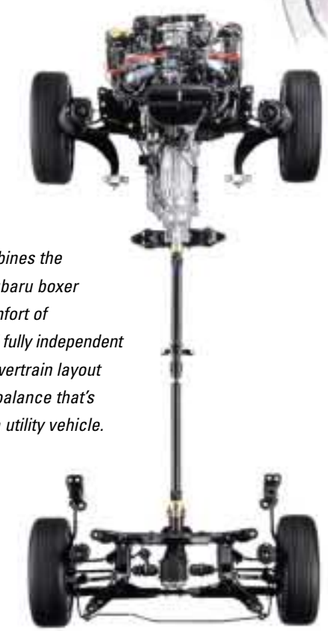
## *THE BEAUTY THAT LIES BENEATH*

*Subaru Baja models aren't just unique on the outside. Beneath the distinctive design you'll find rally-proven technology and advanced safety features. The Ring Shaped Reinforcement Frame body structure provides excellent passenger protection, as well as a smooth, quiet ride. Inside, de-powered dual front airbags (SRS*) include a dual-stage deployment passenger front airbag. The 4-wheel fully independent heavy-duty raised suspension is strong enough to tackle off-pavement trail driving, yet supple and responsive on the roads you travel every day. Front struts use internal rebound springs for enhanced control under braking and cornering. The multi-link rear suspension is more like what you'd find on a sport sedan. Symmetrical All-Wheel Drive comes in three versions: Baja models with the 5-speed manual transmission use a viscous-coupling locking center differential to control power distribution between the front and rear wheels. Variable Torque Distribution (VTD) All-Wheel Drive is teamed with the optional 4-speed electronic Direct Control automatic transmission in Baja Turbo. It's the same performance-oriented AWD system featured in Legacy 2.5 GT and Impreza WRX (automatic transmission models). Baja Sport models equipped with the optional 4-speed electronic controlled automatic transmission use an electronically controlled continuously variable transfer clutch to constantly monitor and adjust power distribution.*

** Always wear seatbelts. Children should be properly restrained in the rear seat.*




*Subaru Symmetrical All-Wheel Drive powers all four wheels all the time, providing optimal traction for all driving conditions, from clear and dry to wet and slippery. The system can transfer power to the wheels with the best traction, enhancing handling and safety.*



*Symmetrical All-Wheel Drive combines the lower center of gravity of the Subaru boxer engine with the control and comfort of low-friction, long travel, 4-wheel fully independent suspension. A symmetrical powertrain layout gives Baja models a sense of balance that's more like a sport sedan than a utility vehicle.*

*The 2.5-liter intercooled and turbocharged boxer engine in Baja Turbo produces 210 horsepower at 5,600 rpm and 235 lb.-ft. of peak torque at a low 3,600 rpm. It shares technology with the rally-bred Impreza WRX STi, including advanced Active Valve Control System (AVCS) variable valve timing for responsive performance at all speeds.*



Baja Turbo shown in Black Granite Pearl/Onyx Metallic with available SNUGTOP* hard bed cover, accessory sport activity lights and splash guards

## *PUT YOUR OWN STAMP ON BAJA*

*Whichever Baja model you choose, Genuine Subaru Accessories available from your Subaru dealer can help you to make it uniquely your own. Adding the bed extender and lowering the tailgate lengthens bed carrying space by 17 inches. The standard roof rails and cross bars accept attachments to carry bicycles, skis, snowboards, kayaks or cargo-carrying options—even sport activity fog lights to illuminate nighttime activities. Best of all, you can include Genuine Subaru Accessories in your finance or lease contract, and they're covered by the vehicle's limited warranty if installed at time of vehicle sale.*

*Bed cargo net. Heavy-duty net with bungy-style straps helps hold bulky-shaped cargo to bed floor.*

*Roof cargo basket. Adds increased cargo carrying capacity.*

*Moonroof air deflector. Helps reduce wind noise and cuts sun glare.*

*Hood protector. Durable acrylic plastic wrap-around design helps protect the Baja hood from stone chips and bugs.*

*Auto-dimming mirror/compass. Includes electronic compass. Mirror darkens when headlights are detected from rear of vehicle.*

*Bike attachment. Transports two bicycles in secure fashion.*

*Cargo net, vertical. For secure storage of items behind the rear seat.*

*Bed cover (Tonneau). Unique weather resistant vinyl and plastic cover helps protect bed cargo area from the elements. Vinyl cover may be rolled up and secured to access bed area.*

*All weather heavy-gauge, custom fitted protective mats.*

*Kayak carrier. Attaches quickly and easily to cross bars. Carries two kayaks.*

*You can raise the sound system performance in the Baja with the optional audio upgrade components. Start with a 6-disc in-dash CD changer.* Add upgraded speakers* which offer crisper sound with minimal distortion, plus the tweeter kit,* which gives increased high-frequency response as well as improved stereo imaging. And for powerful bass, add the sub-woofer amplifier which delivers low frequency sound you not only hear, but feel.*

** Standard on Baja Turbo models.*

*Security System Upgrade Kit is designed to work with the standard keyless remote entry system on Baja.*

Baja Turbo with Leather Package shown in Mystic Blue Pearl with accessory bed extender, bed-mounted bike attachment, sport activity lights and splash guards

| ENGINE | Baja Sport | Baja Turbo |
|---|---|---|
| Type | Horizontally opposed 4-cylinder with die-cast aluminum-alloy block and aluminum-alloy cylinder heads | DOHC 16-valve horizontally opposed high-output turbo-charged and intercooled 4-cylinder with die-cast aluminum-alloy block and aluminum-alloy cylinder heads |
| Displacement | 2.5 liters (150 cubic inches) | 2.5 liters (150 cubic inches) |
| Horsepower | 165 @ 5600 rpm | 210 @ 5600 rpm |
| Torque (lb.-ft.) | 166 @ 4000 rpm | 235 @ 3600 rpm |
| Valvetrain | 16-valve with single overhead camshaft design (SOHC) | 16-valve with double overhead camshaft design (DOHC) and Active Valve Control System (AVCS) Variable Valve timing |
| Fuel System | Sequential multi-port fuel injection system with multi-spray fuel injectors | |
| Ignition System | Low-maintenance distributorless electronic | Direct ignition system with iridium spark plugs |
| Engine Management | Engine Control Module (ECM) manages fuel injection and ignition systems and features learning, self-diagnosis, limp-home and anti-knock capabilities | |
| Fuel Tank Capacity | 16.9 gallons | |
| 2004 EPA Mileage Estimates (mpg, city/highway) | 21/27 (manual transmission)<br>21/28 (automatic transmission) | 18/24 (manual transmission)<br>18/23 (automatic transmission) |

| DRIVETRAIN | Baja Sport | Baja Turbo |
|---|---|---|
| Manual Transmission (Standard) | 5-speed manual with overdrive | 5-speed manual with overdrive |
| Automatic Transmission (Optional) | 4-speed electronically controlled automatic with overdrive. Automatic power mode engages with rapid use of the accelerator pedal. | Four-speed electronic Direct Control automatic with SPORTSHIFT feature |
| All-Wheel Drive | Full-time AWD system automatically distributes power between front and rear wheels based on traction needs.<br>**Manual transmission models** have a viscous-coupling locking center differential.<br>**Baja Sport Automatic transmission models** have an electronically managed continuously variable transfer clutch.<br>**Baja Turbo Automatic transmission models** have variable torque Distribution (VTD). VTD uses a planetary center differential in conjuction with an electronically managed continuously variable transfer clutch<br>**All models** have a viscous limited-slip rear differential | |

| CHASSIS | |
|---|---|
| Body Construction | Unitized with front and rear crumple zones<br>86% of body sheet metal is two-sided galvanized. |
| Suspension | Fully independent, heavy-duty raised type with coil springs<br>Front: struts with internal rebound springs and lower L-arms with liquid-filled rear bushing and stabilizer bar<br>Rear: multi-link and stabilizer bar |
| Brakes | Power-assisted with dual diagonal hydraulic circuits and 4-channel/4-sensor anti-lock braking system (ABS)<br>Front: 11.4-inch ventilated discs with twin-piston calipers<br>Rear: 11.3-inch discs |
| Steering | Rack-and-pinion with engine-speed-sensing variable power assist |
| Turning Circle, Curb-to-Curb | 36.7 ft. |
| Wheels | 16x6.5-inch aluminum-alloy<br>**Baja Sport models** feature 5-spoke silver wheels<br>**Baja Turbo models** feature 5-spoke gun metal gray wheels<br>**Baja Turbo models** with leather package feature 6-spoke wheels |
| Tires | 225/60R16 97H M+S all-season radials with raised white letters |

| DIMENSIONS (inches unless otherwise noted) | | |
|---|---|---|
| Wheelbase/Length | 104.3/193.3 | |
| Width/Height | 70.1/65.1 | |
| Track: Front/Rear | 57.7/57.7 | |
| Minimum Road Clearance | 8.4 (at curb weight) | |
| Headroom: Front/Rear | 38.3/37.3 | |
| Legroom: Front/Rear | 43.3/33.5 | |
| Shoulder Room: Front/Rear | 53.9/53.6 | |
| Cargo Bed: | | |
| Length | 41.5 | |
| Height | 17.0 | |
| Width | 49.0 | |
| Width (between wheelhouses) | 39.2 | |
| Curb Weight (lbs.) | | |
| Manual Transmission | Baja Sport: | 3480 |
| | Baja Turbo: | 3610 |
| Automatic Transmission | Baja Sport: | 3545 |
| | Baja Turbo: | 3665 |
| | Baja Turbo: (with leather package) | 3690 |
| EPA Interior Volume (cubic feet) | 90.5 | |
| SAFE Cargo Bed Volume (cubic feet) | 17.7 | |
| Maximum Towing Capacity (lbs.)* | 2400 (Class One) | |

| SAFETY | Baja Sport | Baja Turbo |
|---|---|---|
| Meets all federal passenger car safety standards** | S | S |
| All-Wheel Drive (AWD) | S | S |
| Viscous limited-slip rear differential | S | S |
| 4-channel/4-sensor anti-lock braking system (ABS) | S | S |
| Dual front air bags (SRS)† | S | S |
| Dual-stage deployment passenger front air bag (SRS)† | S | S |
| Daytime running lights | S | S |
| Height-adjustable 3-point front seatbelts with pre-tensioners and force limiters | S | S |
| 3-point rear seatbelts for both seating positions | S | S |
| Energy-absorbing collapsible steering column | S | S |
| Energy-absorbing front and rear crumple zones | S | S |
| 5-mph impact-absorbing bumpers | S | S |
| Side-impact door beams | S | S |
| 2 rear seat child safety seat anchors | S | S |
| Latch System: Lower Anchors and Tether for CHildren | S | S |
| Child safety rear door locks | S | S |

**S = Standard** **O = Optional** **— = Not Available**





| INTERIOR | Baja Sport | Baja Turbo |
|---|---|---|
| Reclining front bucket seats with height-adjustable head restraints | S | S |
| Front seat back net pockets | S | S |
| Driver's seat lumbar adjustment | — | O[1] |
| Rear seat headrests for both seating positions | S | S |
| 6-way power driver's seat | — | O[1] |
| Dual mode heated front seats | — | O[1] |
| Switchback System: fold-down rear seatback for interior cargo storage Switchback door extends cargo bed into passenger area | S | S |
| Rear bulkhead panel: storage compartment with lid, jack storage compartment, two net hooks | S | S |
| Flat woven upholstery with black vinyl bolsters | S | S |
| Perforated leather-trimmed upholstery | — | O[1] |
| Black leather-wrapped steering wheel | S | — |
| Black leather-wrapped steering wheel designed by Momo | — | S |
| Leather-wrapped shifter handle | — | S |
| Tilt-adjustable steering column | S | S |
| Off-delay dome light | S | S |
| Dual overhead map lights | S | S |
| Front center console with lid and rear seat console with lid | S | S |
| Four cup holders: two in front center console, two in rear seat console | S | S |
| Power door locks | S | S |
| Remote keyless entry system with answer-back chirp | S | S |
| Illuminated ignition switch ring | — | S |
| Cruise control | S | S |
| Front door courtesy lights | — | S |
| Power windows with driver's side one-touch auto-down feature | S | S |
| Power moonroof with tilt and retract ventilation features | S | S |
| Air conditioning with 4-speed fan | S | S |
| Tachometer, ambient temperature gauge, digital clock, engine coolant temperature gauge, low-fuel light and digital dual-mode trip odometer | S | S |
| AM/FM stereo with single-disc CD player and 4 speakers | S | — |
| AM/FM stereo with 6-disc in-dash CD changer and 6 speakers | — | S |
| Antenna telescopic "A" pillar mounted | S | — |
| Antenna small black mast type | — | S |
| Baja embroidered carpeted floor mats | S | S |
| **Baja Turbo Leather Package:** Four speed electronic Direct Control automatic transmission, perforated leather-trimmed upholstery with Baja Logo embossed front seats, 6-way power driver's seat with lumbar support, dual-mode heated front seats. | — | O |

**S = Standard** **O = Optional** **— = Not Available**

| EXTERIOR | Baja Sport | Baja Turbo |
|---|---|---|
| Large dual power fold-away mirrors black | S | — |
| Large dual power fold-away mirrors, body color | — | S |
| Functional hood scoop | — | S |
| Variable intermittent windshield wipers | S | S |
| Rear window defogger with timer | S | S |
| Multi-reflector halogen fog lights with stone guards | S | S |
| Protective rear bumper step pad | S | S |
| Roof rails with cross bars | S | S |
| Dark tinted rear privacy glass | S | S |
| Stylized alloy-design fuel door | S | S |
| Dual illumination cargo bed light | S | S |
| Cargo bed with drop-down tailgate | S | S |
| Four cargo bed tie-down hooks | S | S |
| Integrated cargo bed liner | S | S |
| Integrated tailgate cup holders | S | S |
| Cargo bed sport bars | S | S |
| Swing-down license plate bracket | S | S |

## WARRANTIES††

| | |
|---|---|
| Basic Warranty: | 3 years or 36,000 miles, whichever comes first |
| Powertrain Warranty: | 5 years or 60,000 miles, whichever comes first |
| Rust Perforation Warranty: | 5 years, unlimited mileage |

**Subaru Added Security®** could be the most important option you choose! Protect your investment with a Subaru Added Security extended service contract—the only one backed by Subaru of America, Inc. Ask your salesperson for coverage details and assistance in selecting the plan that's best for you, up to 7 years or 100,000 miles.

**The Subaru Roadside Assistance Program** covers all 2004 Subaru vehicles during the first three years or 36,000 miles, whichever comes first. By calling the toll-free number in the Owner's Information Kit, Subaru owners can take advantage of any of the following benefits:

- 24-hour Roadside Assistance, seven days a week, 365 days a year all throughout the United States.
- Emergency Towing Service to the nearest authorized Subaru dealer.
- Emergency Roadside Assistance for jump starts, gasoline (up to two gallons), flat tire change, emergency lockout service (lost key or key is locked in the vehicle) and emergency fluid replacement.

See your Subaru dealer for details.

* When properly equipped. See Owner's Manual for detailed instructions you should follow when towing a trailer.

** Except for dark tint rear privacy glass

† The Supplemental Restraint System (SRS) (air bags) affords the driver and front passenger additional protection in a moderate-to-severe frontal collision. This system provides supplemental protection only, and seatbelts must be worn in order to avoid injuries to out-of-position occupants upon bag deployment and to provide the best combined protection in a serious accident. Children should always be properly restrained in the rear seat.

†† For complete warranty information, including coverage and exclusions, see your Subaru dealer.

1 Standard on Baja Turbo with leather package model

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## *SUBARU.COM*

*With the outstanding control of Subaru All-Wheel Drive, you'll be ready for just about any adventure that comes your way, but there's one great destination you can visit from the comfort of your own home—Subaru.com. If you're thinking about buying a new Subaru, the site makes it simple; start with the Subaru Model showroom page and see our full line of vehicles and find which one is perfect for you. You can get up close and personal with your favorite model, getting specific information and take a 360 degree tour. You can also see how Subaru stacks up against the competition and read industry reviews of our vehicles. And once you become an owner, My.Subaru.com will give you instant access to your vehicle's service and warranty history, safety notices and an online Owner's manual. My.Subaru.com even sends you an e-mail to remind you of your next routine service and allows you to schedule an appointment with your favorite dealer.*

## *BUILD YOUR OWN*

*Short of giving you a hard hat and an impact wrench, Subaru.com is the easiest way to build your own new Subaru. Easy menus let you try different colors, choose your options and check out the complete line of Genuine Subaru Accessories. When you're done, you can even print out your own personal window sticker. The site makes buying a new Subaru a snap too—you can find your nearest dealers, view their inventory, get a quote or arrange for a test drive—all at the click of a mouse.*