

# 2011 New York International Auto Show



**SUBARU**

*Confidence in Motion*





**Make the world smaller,  
and your life bigger.**



Introducing the all-new  
**2012 Impreza**

Feel confident and you'll be ready for all life's opportunities. The all-new 2012 Subaru Impreza has the credentials to take your self-assurance to new levels—in ways that are bound to start a buzz. It has all the reassuring reliability you expect from a Subaru, but now it has more room, better gas mileage added safety. It's time to get the conversation going, because everything that's exceptional about owning a Subaru just got amazing.



Subaru has been making all-wheel-drive cars since 1972.

# Weekend at the cabin.

## All-wheel Drive Capability and Agility

Traction is confidence on the road. And with the superior traction offered by Subaru Symmetrical All-Wheel Drive, you'll find your limitations will fade away. Not only does it help you maintain control in all sorts of conditions, but its design offers balance and stability that makes driving more engaging. The Impreza is one of the few compact sedans with all-wheel drive and the only to offer the stability and poise of an almost totally symmetrical drivetrain design.



Impreza 2.0i Limited 4-door in Ice Silver Metallic.

- All-road Agility
- All Weather Conditions
- Spirited Handling
- Accident Avoidance



Most fuel-efficient all-wheel drive car in America.<sup>1</sup>



# 36 mpg

### New Efficient Engine and Transmission

Looking to do more while spending less? Then the Impreza has the fuel efficiency matched with capability you're looking for. Its engine has been completely redesigned to consume less, while giving you quicker access to more power. And it's now available with Lineartronic® CVT. This advanced continuously variable transmission is optimized to work with Subaru AWD, and helps maximize fuel efficiency. It's also equipped with an available manual mode and paddle shifters. So you can take control of the transmission when you need more power.

San Francisco

**Made it to Vegas.  
Zero stops for gas!**

Las Vegas

<sup>1</sup> Manufacturer estimated fuel economy for 2012 Subaru Impreza 2.0i Lineartronic® CVT 36 highway. Comparison based upon EPA estimated highway fuel economy for all 2011 AWD vehicles. Actual mileage may vary.

Impreza 2.0i Limited 4-door in Deep Cherry Pearl.

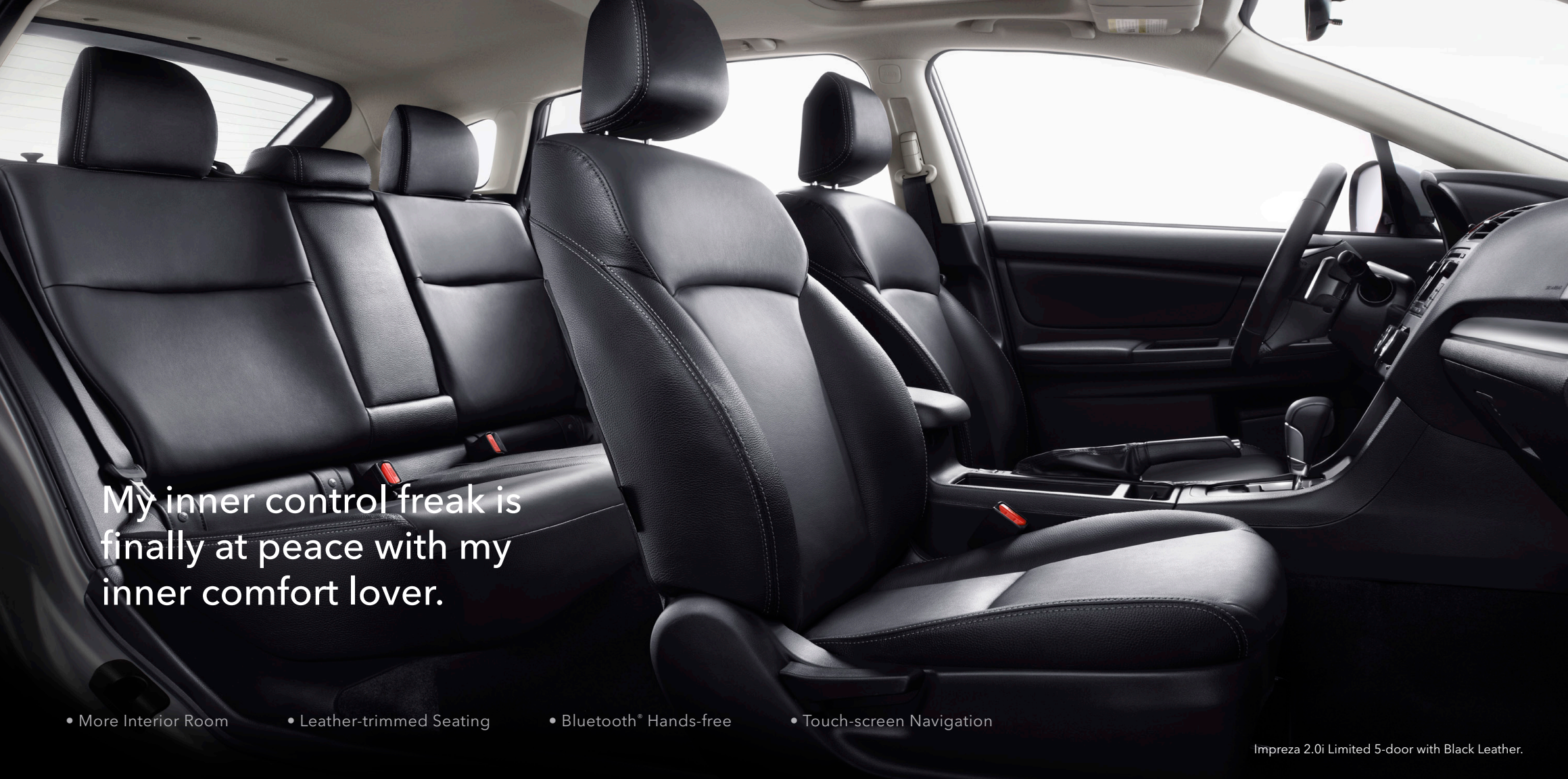
• Lineartronic® CVT

• New SUBARU BOXER® Engine

• Paddle Shifters

• Eco Gauge





All Subaru vehicles are built in zero-landfill plants.

### More Refined Interior

The moment you step into the all-new Impreza, you'll feel the difference. Premium materials abound, even available leather-trimmed seating—a first for the Impreza. We've also added space to every part of the interior. There's more legroom in the back, and more shoulder and headroom for everyone. And it's filled with an array of convenient and engaging technologies, like Bluetooth® audio streaming and iTunes® tagging capability.

My inner control freak is finally at peace with my inner comfort lover.

- More Interior Room
- Leather-trimmed Seating
- Bluetooth® Hands-free
- Touch-screen Navigation

Impreza 2.0i Limited 5-door with Black Leather.





Found a great new bike path today.  
You've got to come  
with me next weekend.

#### Versatility

We didn't have to make it bigger to make it better at taking on whatever finds its way into your calendar. The all-new Impreza is still compact and nimble, but it now offers you more cargo room. And the cargo area is wider and flatter, making it easier to load, while 60/40 split-folding rear seatbacks allow you to quickly adjust for larger items. With the Impreza Sport models, you'll enjoy standard roof rails, ready to accept a wide variety of carriers for all your gear.

• 60/40 Folding Seats

• Available Roof Rails

• More Cargo Room

• Easier To Load

Impreza 2.0i Limited 5-door in Marine Blue Pearl with accessory roof carrier bars and bike carrier.

Subaru is the official vehicle of the International Mountain Bicycling Association (IMBA).



Subaru is the only manufacturer with 2011 IIHS Top Safety Picks for all models.<sup>1</sup>



## What's your status? **Protected.**

<sup>1</sup> Ratings based on Insurance Institute for Highway Safety's (IIHS's) 40-mile-per-hour frontal crash test, 31-mile-per-hour side-impact test, 20-mile-per-hour rear-impact test, and roof-strength test. For more information, contact IIHS or visit their website at [www.iihs.org](http://www.iihs.org).  
<sup>2</sup> Always wear seatbelts. Children should be properly restrained in the rear seat.

### **Subaru Active and Passive Safety**

Just like you're passionate about every aspect of your life, Subaru is passionate about every aspect of your safety. With exceptional control and accident avoidance systems backed up by built-in passenger protection, when the unexpected occurs, your Subaru is never unprepared.

### **Stopping Power**

Powerful, vented disc brakes are teamed with advanced technologies to help you stop short of danger. Antilock brakes and the Brake Assist system help ensure you have every bit of braking power and traction available when you really need it.

### **Exceptional Control**

Safety begins with avoidance. The traction and balance of Subaru Symmetrical All-Wheel Drive provides you with the stability and control you need to react to hazards. The Impreza also offers the advanced VDC electronic stability control, standard.

### **Increased Awareness**

Before you can avoid danger, you have to see it coming. Subaru vehicles have always been known for excellent visibility, but with a new cabin-forward design the 2012 Impreza offers greater visibility and even better awareness of your surroundings.

### **All-around Protection**

Every Subaru is built with strength of the Ring-Shaped Reinforcement Frame. The Impreza also comes standard with front, side-curtain and front-side airbags. And for even greater protection, it now features a driver's side knee airbag<sup>2</sup>.




Road trip?  
**Who's coming with me?**



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[facebook.com/subaruofamerica](https://facebook.com/subaruofamerica)

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[@subaru\\_usa](https://twitter.com/subaru_usa)

Do not use a cell phone with driving. Distracted driving is a danger to everyone.

Impreza 2.0i Limited 4-door in Camellia Red Pearl



2012 Subaru Impreza. Ready for life's journeys.

#### 2.0i 4-door and 5-door

- 148-hp 4 cylinder SUBARU BOXER® engine
- 5-speed manual transmission or Lineartronic® CVT with Lo mode
- Fuel economy<sup>1</sup> : EPA city/highway, 5-speed 25/34 CVT 27/36
- 15-inch steel wheels with full wheel cap

#### 2.0i Premium 4-door and 5-door

- 148-hp 4 cylinder SUBARU BOXER® engine
- 5-speed manual transmission or Lineartronic® CVT with manual mode and paddle shifters
- Fuel economy<sup>1</sup> : EPA city/highway, 5-speed 25/34 CVT 27/36
- 17-inch aluminum-alloy wheels / 16-inch aluminum-alloy wheels

#### 2.0i Limited 4-door and 5-door

- 148-hp 4 cylinder SUBARU BOXER® engine
- Lineartronic® CVT with manual mode and paddle shifters
- Fuel economy<sup>1</sup> : EPA city/highway, CVT 27/36
- 17-inch aluminum-alloy wheels

#### 2.0i Sport Premium 5-door

- 148-hp 4 cylinder SUBARU BOXER® engine
- 5-speed manual transmission or Lineartronic® CVT with manual mode and paddle shifters
- Fuel economy<sup>1</sup> : EPA city/highway, 5-speed 25/34 CVT 27/36
- 17-inch aluminum-alloy wheels

#### 2.0i Sport Limited 5-door

- 148-hp 4 cylinder SUBARU BOXER® engine
- Lineartronic® CVT with manual mode and paddle shifters
- Fuel economy<sup>1</sup> : EPA city/highway, CVT 27/36
- 17-inch aluminum-alloy wheels

#### Features

- Subaru Symmetrical All-Wheel Drive (AWD)
- Vehicle Dynamics Control (VDC) electronic stability control
- Double-wishbone rear suspension with pillow ball bushings
- Brake Assist with Brake override system
- All-Weather Package<sup>2</sup>
- Bluetooth® hands-free phone and streaming audio capability<sup>2</sup>
- Auxiliary audio USB port<sup>2</sup>
- Dual-zone automatic air-conditioning system<sup>2</sup>
- 60/40-split flat-folding rear seats
- Trunk-through (4-door)
- Front, front side, curtain and knee SRS<sup>3</sup> airbags

<sup>1</sup> Preliminary fuel economy estimate. Actual production vehicle may differ.

<sup>2</sup> Availability varies depending on model.

<sup>3</sup> SRS: Supplemental Restraint System. Effective when used in conjunction with seatbelts.



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