

2016

Impreza



Impreza. It's not just a car. It's a Subaru.

 **SUBARU**
Confidence in Motion



A thrill that makes perfect sense.

You'll be hooked from the start in the 2016 Impreza. Clearly the smart choice, it achieves an impressive 37 highway MPG¹ with standard Subaru Symmetrical All-Wheel Drive. It's also exceptionally reliable, considering that 95% of all Subaru vehicles sold in the last 10 years are still on the road today.² It's flexible with a 4- or 5-door body style to fit your plans, and it's loaded with great entertainment perks like the standard SUBARU STARLINK™ in-vehicle technology featuring Pandora®, iHeart® Radio, Stitcher™ and Aha™.³ Impreza. It's not just a car. It's a Subaru.

¹ EPA estimated fuel economy for 2016 Impreza 2.0i non-Sport models with CVT at 37 highway MPG. Actual mileage may vary. ² Based on IHS Automotive, Polk U.S. Total Registrations MY2005–October 2014. ³ 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.

Impreza 2.0i Limited 4-door and 5-door in Ice Silver Metallic and Crystal Black Silica with optional equipment.



Kelley Blue Book's KBB.com named the 2015 Subaru Impreza Best Resale Value in its class!



© 2016 Impreza



Efficient

At 37 highway MPG² with standard Subaru Symmetrical All-Wheel Drive, the Impreza is a rare combination of great fuel economy and outstanding capability. Plus its efficient Lineartronic[®] CVT (Continuously Variable Transmission) helps ensure you'll get optimal MPG out of its SUBARU BOXER[®] engine.



Fun

Standard SUBARU STARLINK™ in-vehicle technology offers nearly unlimited entertainment and information choices³. It can even display incoming texts onscreen, so you can stay in touch without having to pick up your phone⁴. Plus touchscreen audio systems on every Impreza keep your tunes at the ready, while you keep your focus on the road.



Safe

The available EyeSight[®] Driver Assist Technology⁵ warns you of trouble and can intervene to help you avoid it. You'll also enjoy added peace of mind with the standard Rear-Vision Camera and the available all-new SUBARU STARLINK™ Safety and Security connected services to help keep you and your Subaru safe and sound⁶.



Engaging

There's a lot of fun to be had behind the wheel of the Impreza. Its double wishbone rear suspension keeps it agile in the corners, while standard Subaru Symmetrical All-Wheel Drive supplies the control and confidence you need to let loose and really enjoy the ride.

¹ Vehicle's projected resale value is specific to the 2015 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 EPA estimated fuel economy for 2016 Impreza 2.0i non-Sport models with CVT at 37 highway MPG. Actual mileage may vary. ³ 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. ⁴ STARLINK 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. 7.0" system required. ⁵ 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. ⁶ Activation and required subscription sold separately. Includes one-year trial subscription. See your retailer for details.



Plenty of ways to play.

Impreza 2.0i Limited with Ivory Leather and optional equipment.



Touchscreen Audio Systems



SUBARU STARLINK™ Smartphone Integration



Text Messaging Capability

Interior Features

Loaded with optimum entertainment potential, the Impreza includes standard perks like SUBARU STARLINK™ in-vehicle technology with quick access to multimedia options, including apps like Pandora®, iHeart® Radio, Stitcher™ and Aha.™¹ Plus it'll read or display incoming texts² so you can stay connected without taking your focus from the road, and it can be controlled via voice commands, steering-wheel-mounted controls or the high-definition touchscreen. Now there's also the all-new available SUBARU STARLINK™ Safety and Security connected services to keep you and your Subaru safe and sound.³ The audio system offers full, rich audio for your favorite tunes, while the available touchscreen navigation system provides the same comfortable pinch-and-rotate functionality you enjoy on your smartphone and tablet.

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 STARLINK 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. 7.0" system required. ³ Activation and required subscription sold separately. Includes one-year trial subscription. See your retailer for details.



Lots of room. Lots of potential.

There are very few limitations in the 2016 Impreza. Enjoy up to 96.9 cubic feet of passenger space with the 4-door and up to 97.5 cubic feet in the 5-door. 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's also the available leather-trimmed steering wheel, shift knob and seats to help make the cabin even more comfortable.



“A 2015 IIHS Top Safety Pick+ with optional EyeSight®.”

– Insurance Institute for Highway Safety (IIHS)

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 to help avoid it, and at lower speeds can even help you stop your Subaru.

Adaptive Cruise Control



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

Pre-Collision Throttle Management

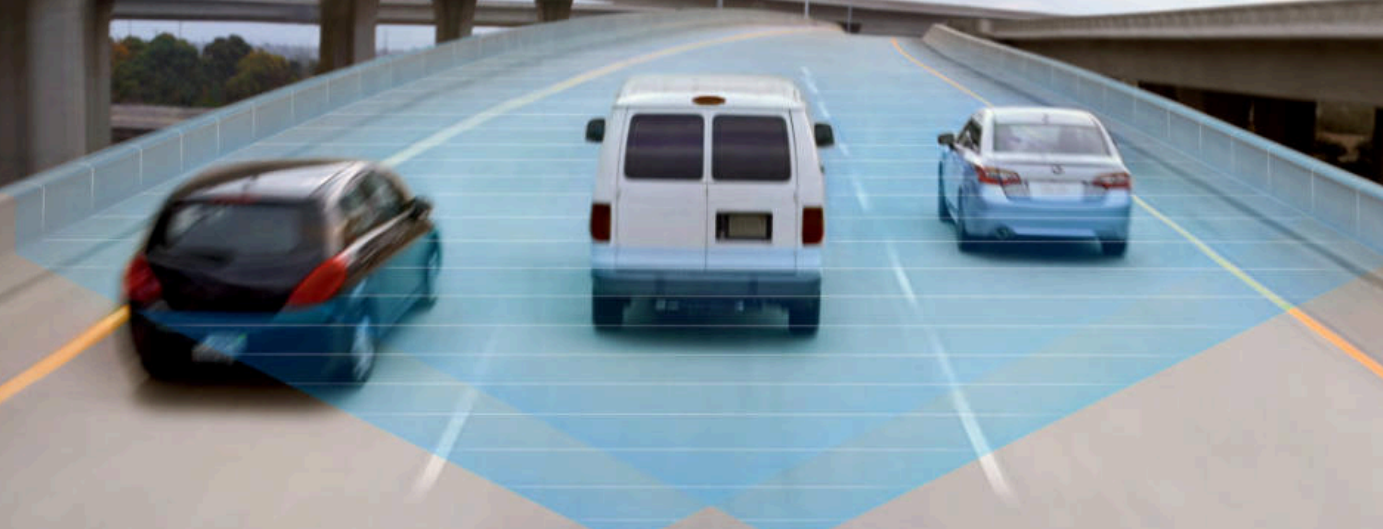


If you put the car in Drive instead of Reverse and EyeSight® sees an object in your path, it cuts power to help you avoid accelerating into it.

Lane Departure and Sway Warning



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.



6 | 2016 Impreza

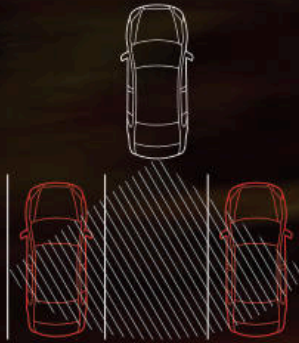
¹ EyeSight is a driver assist technology, which may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors such as vehicle maintenance, weather and road conditions. See Owner's Manual for complete details on system operation and limitations. Please remember to turn off EyeSight when going through a carwash.

Impreza 2.0i Limited in Quartz Blue Pearl with optional equipment.

A car you can trust to protect.

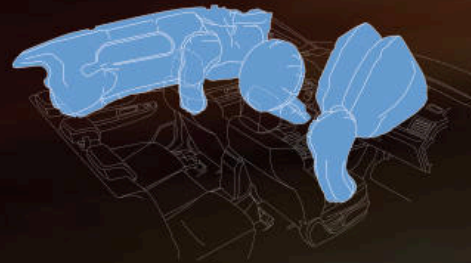
Safety from all sides.

As the only manufacturer with IIHS Top Safety Picks for all models for the last six years (2010–2015), the 2016 Impreza comes from a long line of vehicles proven to protect. You can count on the added awareness of the standard Rear-Vision Camera, the protection of seven standard airbags¹ and the reassurance of the all-new SUBARU STARLINK™ Safety and Security connected services² with instant access to help when you need it most 24/7, 365 days a year.



Rear-Vision Camera

Before you can avoid danger, you have to see it coming. The Impreza features a standard Rear-Vision Camera that gives you a clearer view of the area behind your vehicle, so you can be in charge of your surroundings.



Airbags

To help keep occupants safe, we included seven standard airbags, including a driver's knee airbag to help reduce injuries in the event of a crash.¹



Ring-shaped Reinforcement Frame

The Ring-shaped Reinforcement Frame strengthens 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.

SUBARU STARLINK™ Safety and Security

STARLINK™ Safety and Security connected services² can promptly send first responders when an airbag deploys, help police locate your vehicle if it's stolen and lots more.



“Five-star crash safety rating.”³

– National Highway Traffic Safety Administration (NHTSA)

¹ Always wear seatbelts. Children should be properly restrained in the rear seat. ² Activation and required subscription sold separately. Includes one-year trial subscription. See your retailer for details. ³ Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).



Subaru Impreza was named a Best Back-to-School Car of 2015 from Kelley Blue Book's KBB.com.¹



The best-selling all-wheel drive car in its segment for the past 10 years.²



“Want an affordable and fuel-efficient compact car with all-wheel-drive? Subaru’s Impreza sedan and hatchback are your best options...”

LeftLaneNews.com, 2015 Subaru Impreza Review



“A roomy interior, a commendable ride/handling balance and standard all-wheel drive make the 2015 Subaru Impreza a solid choice for an all-season compact sedan or hatchback.”

Edmunds.com, 2015 Subaru Impreza Review

“It’s hard to find a gasoline-powered AWD car with good fuel economy, but the 2015 Subaru Impreza manages this trick quite nicely.”

KBB.com, 2015 Subaru Impreza Review



The most fuel-efficient AWD compact car in America.³



2016 Impreza | Trim Levels



2.0i 4-door and 5-door

- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® CVT (Continuously Variable Transmission)
- Rear spoiler
- Cloth upholstery
- 6-way manually adjustable driver's seat. 4-way manually adjustable front-passenger's seat.
- SUBARU STARLINK™ 6.2" Multimedia system with Pandora®, iHeart® Radio, Stitcher™ and Aha™ smartphone app integration⁴, high-resolution LCD touchscreen display, 4 speakers, AM/FM/CD player, HD Radio® with iTunes® tagging capability, 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-View Camera



2.0i Premium 4-door and 5-door

- Includes 2.0i key features and adds:**
- Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
 - 16-inch aluminum-alloy wheels
 - Body-color side mirrors
 - SUBARU STARLINK™ 6.2" Multimedia system with Pandora®, iHeart® Radio, Stitcher™ and Aha™ smartphone app integration⁴, high-resolution LCD touchscreen display, 6 speakers, AM/FM/CD player, HD Radio® with iTunes® tagging capability, USB port/iPod® control, Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack
 - All-Weather Package: Heated exterior mirrors, dual-mode heated front seats, windshield wiper de-icer



2.0i Limited 4-door and 5-door

- Includes 2.0i Premium key features and adds:**
- 17-inch aluminum-alloy wheels
 - Fog lights
 - Body-color side mirrors with integrated turn signals
 - Leather-trimmed upholstery
 - Leather-wrapped steering wheel and shifter handle
 - Automatic climate control system
 - SUBARU STARLINK™ 7.0" Multimedia Plus system with Pandora®, iHeart® Radio, Stitcher™ and Aha™ smartphone app integration⁴, high-resolution LCD touchscreen display, voice-activated controls, 6 speakers, AM/FM/CD player, HD Radio® with iTunes® tagging capability, USB port/iPod® control, SiriusXM® Satellite Radio⁵ and Travel Link⁶, Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack
 - STARLINK™ Safety Plus enabled⁶: Automatic Collision Notification, SOS Emergency Assistance, Enhanced Roadside Assistance, Maintenance Notifications, Monthly Vehicle Health Report, Diagnostic Alerts
 - Auto-on/off headlights
 - Welcome lighting



2.0i Sport Premium 5-door

- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- Fog lights
- 17-inch aluminum-alloy wheels with gray finish
- Roof rails, black finish
- Body-color side mirrors with integrated turn signals
- Striped cloth upholstery
- SUBARU STARLINK™ 6.2" Multimedia system with Pandora®, iHeart® Radio, Stitcher™ and Aha™ smartphone app integration⁴, high-resolution LCD touchscreen display, 6 speakers, AM/FM/CD player, HD Radio® with iTunes® tagging capability, USB port/iPod® control, Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack
- Leather-wrapped steering wheel and shifter handle
- All-Weather Package: Heated exterior mirrors, dual-mode heated front seats, windshield wiper de-icer



2.0i Sport Limited 5-door

- Includes 2.0i Sport Premium key features and adds:**
- Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
 - Leather-trimmed upholstery
 - Automatic climate control system
 - SUBARU STARLINK™ 7.0" Multimedia Plus system with Pandora®, iHeart® Radio, Stitcher™ and Aha™ smartphone app integration⁴, high-resolution LCD touchscreen display, voice-activated controls, 6 speakers, AM/FM/CD player, HD Radio® with iTunes® tagging capability, USB port/iPod® control, SiriusXM® Satellite Radio⁵ and Travel Link⁶, Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack
 - STARLINK™ Safety Plus enabled⁶: Automatic Collision Notification, SOS Emergency Assistance, Enhanced Roadside Assistance, Maintenance Notifications, Monthly Vehicle Health Report, Diagnostic Alerts
 - Auto-on/off headlights
 - Welcome lighting

¹ For more information, visit www.KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ² Based on IHS Automotive, Polk U.S. Total Registrations for All-Wheel Drive cars in the Non-Luxury Traditional Compact segment for CY2004-2013 and YTD June 2014. ³ Based on EPA estimated highway fuel economy for 2015 model vehicles within the IHS Automotive, Polk Non-Luxury Traditional Compact segment, excludes WRX models. Actual mileage may vary. 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 required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. ⁶ Activation and required subscription sold separately. Includes one-year trial subscription. See your retailer for details.

2016 Impreza | Specifications

Engine and Drivetrain		2.0i	2.0i Sport
Power Torque	2.0-liter DOHC aluminum-alloy 16-valve horizontally opposed 4-cylinder SUBARU BOXER® engine with Dual Active Valve Control System. 148 hp @ 6,200 rpm 145 lb-ft @ 4,200 rpm	●	●
Transmission	Fully synchronized 5-speed manual with Incline Start Assist. 2.0i and 2.0i Sport Premium: Standard. 2.0i Premium, 2.0i Limited and 2.0i Sport Limited: N/A.	●	●
	Lineartronic® CVT (Continuously Variable Transmission) with Adaptive Control and Incline Start Assist. 2.0i and 2.0i Sport Premium: Optional. 2.0i Premium, 2.0i Limited and 2.0i Sport Limited: Standard.	○	○
CA Emissions	LEVII PZEV¹	●	●
Traction and Stability			
All-Wheel Drive type	Subaru Symmetrical All-Wheel Drive	●	●
Vehicle Dynamics Control (VDC)	Standard 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.	●	●
Fuel			
Economy	city/highway/combined²	Manual: 25/34/28 mpg CVT: 28/37/31 mpg	Manual: 24/33/28 mpg CVT: 27/36/31 mpg
Fuel Requirement	Unleaded gasoline (87 octane)	●	●
Fuel Capacity	14.5 gallons	●	●
Chassis			
Steering	Electric power-assisted quick-ratio rack-and-pinion. Turning circle: 34.8 feet.	●	●
Suspension	4-wheel independent. Front: MacPherson strut type. Stabilizer bar. Rear: Double wishbone. Stabilizer bar. (2.0i: Front stabilizer bar only)	●	●

2016 Impreza | Specifications

Chassis (continued)		2.0i	2.0i Sport
Brakes	4-wheel disc, ventilated front. 4-channel, 4-sensor ABS with Electronic Brake-force Distribution (EBD).	●	●
Brake Discs (front/rear)	10.9 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: 15 x 6.0-inch steel with covers 2.0i Premium: 16 x 6.5-inch aluminum-alloy. Silver finish. 2.0i Limited and Alloy Wheel Package: 17 x 7.0-inch aluminum-alloy. Silver finish. 2.0i Sport Premium and 2.0i Sport Limited: 17 x 7.0-inch 5-hole aluminum-alloy. Gray finish.	●	—
Tires	2.0i: 195/65 R15 89H all-season 2.0i Premium: 205/55 R16 89V all-season 2.0i Sport Premium, 2.0i Limited, 2.0i Sport Limited and Alloy Wheel Package: 205/50 R17 88V all-season	●	—
Spare Tire	Temporary use T135/80 D16	●	●

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.

This brochure was prepared by Subaru of America, Inc. A warranty from Subaru of America, Inc., is available only on cars sold to the first retail purchaser through an authorized Subaru retailer in the continental U.S. or Alaska. Every owner of the car during the warranty period shall be entitled to the benefit of these warranties. Subaru, SUBARU BOXER, Lineartronic, Added Security and Impreza are registered trademarks. Confidence in Motion and Starlink are trademarks of Fuji Heavy Industries, Ltd. EyeSight is a registered trademark of Fuji Heavy Industries, Ltd. Aha is a trademark of Harman International Industries, Inc. Bluetooth is a registered trademark of Bluetooth SIG, Inc. HD Radio is a trademark of iBiquity Digital Corporation. HomeLink is a registered trademark of Prince Corporation, a wholly owned subsidiary of Johnson Controls. Apple, iPod, iPad and iTunes are registered trademarks of Apple Inc. App Store is a service mark of Apple Inc. SiriusXM, Traffic and Travel Link are registered trademarks of SiriusXM Radio Inc. iHeart® Radio is a registered trademark of iHeartMedia, Inc. Pandora is a registered trademark of Pandora Media, Inc. Stitcher is a trademark of Stitcher, Inc. For more information, contact your Subaru retailer or log on to www.subaru.com.

2016 Impreza | Equipment

Exterior	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
Fog lights	□	□	●	●	●
Steering-responsive fog lights (when equipped with optional EyeSight® Driver Assist Technology)	—	—	●	●	●
Black folding side mirrors	●	—	—	—	—
Body-color folding side mirrors	—	●	—	—	—
Body-color folding side mirrors with integrated turn signals	—	—	●	●	●
Body-color door handles	●	●	—	●	●
Body-color door handles with chrome accents	—	—	●	—	—
Heated side mirrors and windshield wiper de-icer (All-Weather Package)	—	●	●	●	●
Power tilt/sliding-glass moonroof (95% UVA and 99% UVB light reducing) ³	—	○ ^{4,5}	○ ^{4,5}	○ ⁵	○ ⁵
Single exhaust outlet with stainless tip (4-door)	—	○ ^{4,5}	●	—	—
Seating and Trim					
6-way manually 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-trimmed steering wheel with silver stitching	—	○ ^{4,5}	●	●	●
Leather-wrapped automatic transmission shifter handle	—	○ ^{4,5}	●	●	●
Tricot or Striped cloth upholstery	●	●	—	●	—
Leather-trimmed upholstery	—	—	●	—	●
Convenience Features					
Keyless Access with Push-button Start and PIN-code vehicle access ^{4,5}	—	—	○	—	○
Welcome lighting (when approaching or departing vehicle)	—	—	●	—	●
One-touch lane change feature	●	●	●	●	●
Auto-on/off headlights	—	—	●	—	●
Driver's auto-up/down power window	●	●	●	●	●
Electronic cruise control	●	●	●	●	●
3-spoke steering wheel with audio system, Bluetooth®, cruise control or (if equipped) EyeSight® adaptive cruise control buttons	●	●	●	●	●
Automatic transmission manual-mode paddle shifters	—	●	●	○	●
Manually adjustable tilt/telescoping steering column	●	●	●	●	●
Center console with sliding armrest lid	—	●	●	●	●
Audio System					
SUBARU STARLINK™ 6.2" Multimedia system with Pandora®, iHeart® Radio, Stitcher™ and Aha™ smartphone app integration ⁶ , high-resolution LCD touchscreen display, AM/FM/CD player, HD Radio® with iTunes® tagging capability, USB port/iPod® control, Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack	●	●	—	●	—
SUBARU STARLINK™ 7.0" Multimedia Plus system with Pandora®, iHeart® Radio, Stitcher™ and Aha™ smartphone app integration ⁶ , high-resolution LCD touchscreen display, voice-activated controls, AM/FM/CD player, HD Radio® with iTunes® tagging capability, USB port/iPod® control, SiriusXM® Satellite Radio ⁷ and Travel Link ^{8,7} , Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack	—	—	●	○ ⁵	●
4 speakers	●	—	—	—	—
6 speakers	—	●	●	●	●
Climate Control					
Manually adjustable CFC-free air-conditioning system with air filtration and rotary controls for temperature, 4-speed fan and airflow direction	●	●	—	●	—
Automatic climate control system with CFC-free air conditioning, air filtration and rotary controls for temperature, fan and airflow direction	—	—	●	—	●
Instrumentation					
Analog speedometer, tachometer, "eco" fuel economy and fuel level gauges	●	●	●	●	●
Digital trip computer displaying current and average fuel economy, average vehicle speed, journey time, digital clock and ambient temperature	●	●	●	●	●

2016 Impreza | Equipment

Security	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
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 ^{5,8}	—	—	○	○	○
Vehicle Dynamics Control (VDC)	●	●	●	●	●
Traction Control System (TCS)	●	●	●	●	●
4-wheel antilock braking system (ABS) with Electronic Brake-force Distribution (EBD)	●	●	●	●	●
Brake Assist	●	●	●	●	●
Brake Override System	●	●	●	●	●
Rear-Vision Camera	●	●	●	●	●
Tire Pressure Monitoring System (TPMS)	●	●	●	●	●
Daytime Running Lights (DRL)	●	●	●	●	●
PASSIVE					
STARLINK™ Safety Plus enabled ⁹ : Automatic Collision Notification, SOS Emergency Assistance, Enhanced Roadside Assistance, Maintenance Notifications, Monthly Vehicle Health Report, Diagnostic Alerts	—	—	●	○ ⁵	●
Dual-stage deployment driver and front-passenger front airbags (SRS) ¹⁰	●	●	●	●	●
Subaru advanced frontal airbag system (SRS) ¹⁰	●	●	●	●	●
Side-curtain airbags protecting front and rear outboard occupants (SRS) ¹⁰	●	●	●	●	●
Seat-mounted front side-impact airbags (SRS) ¹⁰	●	●	●	●	●
Driver's side knee airbag (SRS) ¹⁰	●	●	●	●	●
Whiplash protection front seats	●	●	●	●	●
Height-adjustable front-seat head restraints	●	●	●	●	●
Three individual rear-seat head restraints	●	●	●	●	●
Height-adjustable 3-point front seatbelts with 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 connected services ¹¹	—	—	○	○	○
Lineartronic® CVT (Continuously Variable Transmission)	○	●	●	○	●
Alloy Wheel Package	—	○	—	—	—
Power Moonroof • Lineartronic® CVT	—	—	—	○	—
Power Moonroof • Lineartronic® CVT • EyeSight® Driver Assist Technology ⁸ • SUBARU STARLINK™ 7.0" Multimedia Plus system • STARLINK™ Safety Plus connected services ⁹	—	—	—	○	—
Power Moonroof • Keyless Access with Push-button Start and PIN-code vehicle access	—	—	○	—	○
Power Moonroof • Keyless Access with Push-button Start and PIN-code vehicle access • SUBARU STARLINK™ 7.0" Multimedia Navigation System • EyeSight® Driver Assist Technology ⁸	—	—	○	—	○
EQUIPMENT CONTENTS					
SUBARU STARLINK™ 7.0" Multimedia Plus system with Pandora®, iHeart® Radio, Stitcher™ and Aha™ smartphone app integration ⁶ , high-resolution LCD touchscreen display, voice-activated controls, AM/FM/CD player, HD Radio® with iTunes® tagging capability, USB port/iPod® control, SiriusXM® Satellite Radio ⁷ and Travel Link ^{8,7} , Bluetooth® audio streaming and hands-free phone and text messaging connectivity, and 3.5-mm auxiliary jack					
SUBARU STARLINK™ 7.0" Multimedia Navigation System: Voice-activated 7-inch multi-touch gesture high-resolution GPS navigation system with SiriusXM® Satellite Radio ⁷ , Traffic ^{6,12} and Travel Link ^{6,12} , USB port/iPod® control, Bluetooth® audio streaming, voice-activated controls, hands-free phone and text messaging connectivity, 3.5-mm auxiliary jack, and Pandora®, iHeart® Radio, Stitcher™ and Aha™ smartphone app integration ⁶ . Voice activation for Navigation, Phone and Audio System					
EyeSight® Driver Assist Technology⁸: Pre-Collision Braking System, Pre-Collision Throttle Management, Lane Departure and Sway Warning, Adaptive Cruise Control					
STARLINK™ Safety Plus & Security Plus¹¹: Includes STARLINK™ Safety Plus connected services and adds Stolen Vehicle Recovery, Remote Lock/Unlock, Remote Horn & Lights, Remote Vehicle Locator and Vehicle Security Alarm Notification					
Alloy Wheel Package: 17-inch alloy wheels, fog lights, power moonroof, single exhaust outlet with stainless steel tip, leather-wrapped steering wheel and shifter handle					

● Standard ○ Optional — Not equipped □ Available retailer-installed accessory



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 office (up to 400 feet away depending on obstructions) so that the vehicle interior is more comfortable upon entry. The start/stop button blinks to confirm the engine has started.

A/T only.



Remote Engine Starter—Smart Engine Start. Allows the vehicle to be started at the push of a button from outside the vehicle. Preset the heating or air conditioner controls to help bring the interior temperature to a more comfortable level prior to entry. Smart Engine Start works in conjunction with the Keyless Access with Push-button Start system. Operating distance is up to 30 feet depending on obstructions.

A/T only.



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



110 Volt Power Outlet. Add power with a 110 Volt, 100-watt 2-prong power outlet.



Roof Spoiler. Adds a sporty finishing touch to the Impreza 5-door models.



Moonroof Air Deflector. Helps to reduce wind noise and sun glare.



Roof Cargo Carrier. Provides 13 cubic feet of lockable storage capacity. Opens from rear to accommodate loading from three sides. Measures 56"L x 36"W x 18"H.

Requires Crossbar Kit. Consult vehicle Owner's Manual for total roof-load limit.



Rear Seatback Protector. Helps protect 5-door rear seatbacks from dirt and spills when the rear seats are folded flat.

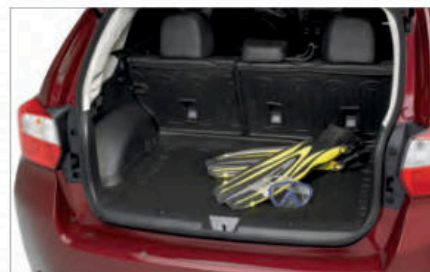


Side Window Deflectors. Designed to let the fresh air in while helping to keep the rain out of the vehicle. Black acrylic plastic construction is designed specifically for an exact fit on the Impreza models.

May not be legal in all states. Please check the laws of your state.



Auto-dimming Mirror with HomeLink®. Mirror darkens when headlights are detected from behind the vehicle. Includes a compass and three integrated HomeLink® buttons that are programmable for most garage-door openers and other HomeLink®-compatible devices.



Rear Cargo Tray. Helps protect cargo area from dirt and spills while providing a surface that helps reduce the shifting of cargo when driving. Also available on Impreza 4-door models.

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 are 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 95% of all the vehicles we've sold in the last 10 years are still on the road today.¹ We also share your desire for a cleaner, greener world. Every 2016 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, NJ.

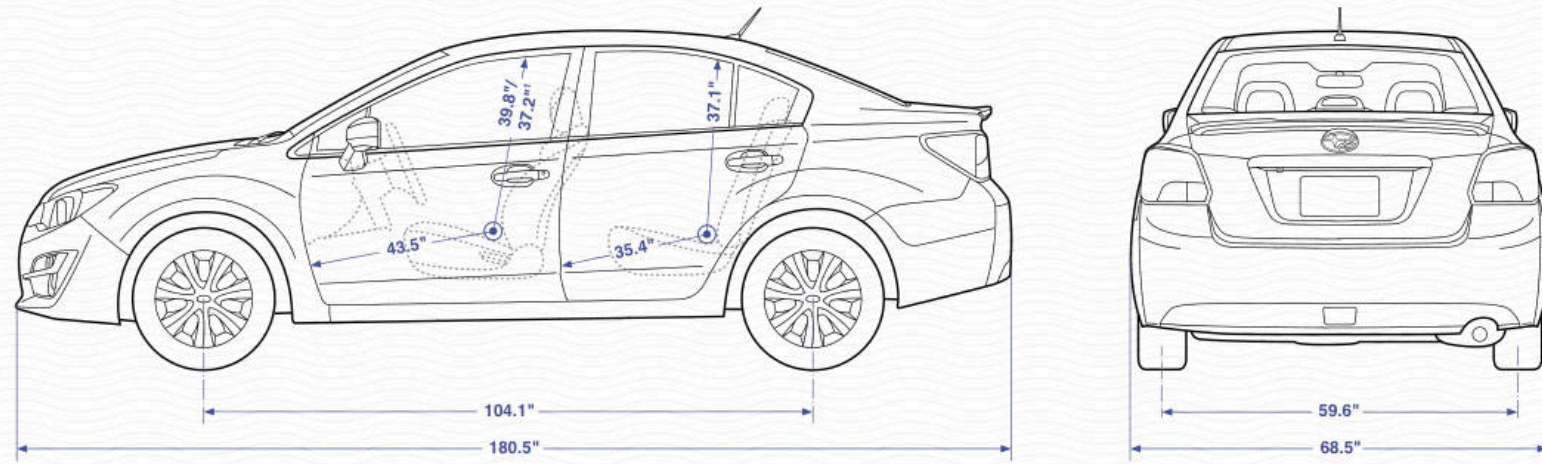
Warranties

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: <ul style="list-style-type: none"> • 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 2016 Subaru Impreza 2.0i 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. ² 2016 EPA fuel economy estimates. Actual mileage may vary. ³ The glass information listed represents calculated reference values, and may not represent actual values determined by testing. ⁴ Not available on non-Sport 5-door. ⁵ Available only with other features. See Optional Equipment listing. ⁶ 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. Smart phone apps should only be launched when vehicle is safely parked. Your wireless carrier's rates may apply. ⁷ Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 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 a 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. The Lane Departure and Sway Warning operates only when the lane markings are visible and its 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 Activation and required subscription sold separately. Includes one-year trial subscription. See retailer for details. ¹⁰ 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. ¹¹ Activation with subscription is required. See your retailer for details. ¹² Activation and required subscription sold separately. Includes three-year trial subscription. See your retailer for details. ¹³ Based on IHS Automotive, Polk U.S. Total Registrations MY2005–October 2014.

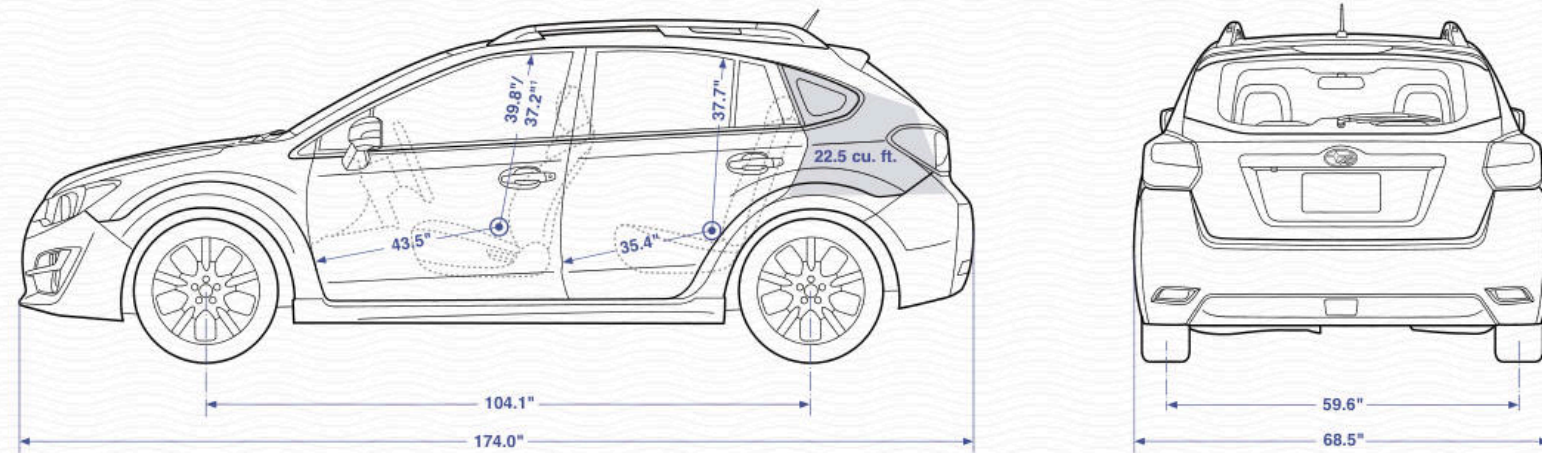
2016 Impreza | Dimensions

Impreza 4-Door



Length/Width/Height	4-door: 180.5 inches/68.5 inches (78.9/79.5 ² including mirrors)/57.7 inches 5-door: 174.0 inches/68.5 inches (78.9/79.5 ² including mirrors)/57.7 inches (2.0i Sport: 59.4 inches ²)
Wheelbase	104.1 inches
Track (front/rear)	59.4 inches/59.6 inches
Base curb weight (manual/automatic)	2.0i: 2,955 lbs/3,032 lbs 2.0i Premium: N/A/3,076 lbs 2.0i Limited: N/A/3,109 lbs 2.0i Sport Premium: 3,032 lbs/3,109 lbs 2.0i Sport Limited: N/A/3,131 lbs

Impreza 5-Door



Headroom (front/rear)	4-door: 39.8 inches/37.1 inches (with moonroof: 37.2 inches/37.1 inches) 5-door: 39.8 inches/37.7 inches (with moonroof: 37.2 inches/37.7 inches)
Legroom (front/rear)	43.5 inches/35.4 inches
Shoulder room (front/rear)	55.6 inches/54.2 inches
Hip room (front/rear)	52.2 inches/53.1 inches
Passenger volume	4-door: 96.9 cubic feet (with moonroof: 93.4 cubic feet) 5-door: 97.5 cubic feet (with moonroof: 94.0 cubic feet)
Cargo volume	4-door: 12.0 cubic feet 5-door: 22.5 cubic feet (52.4 cubic feet with rear seat lowered)

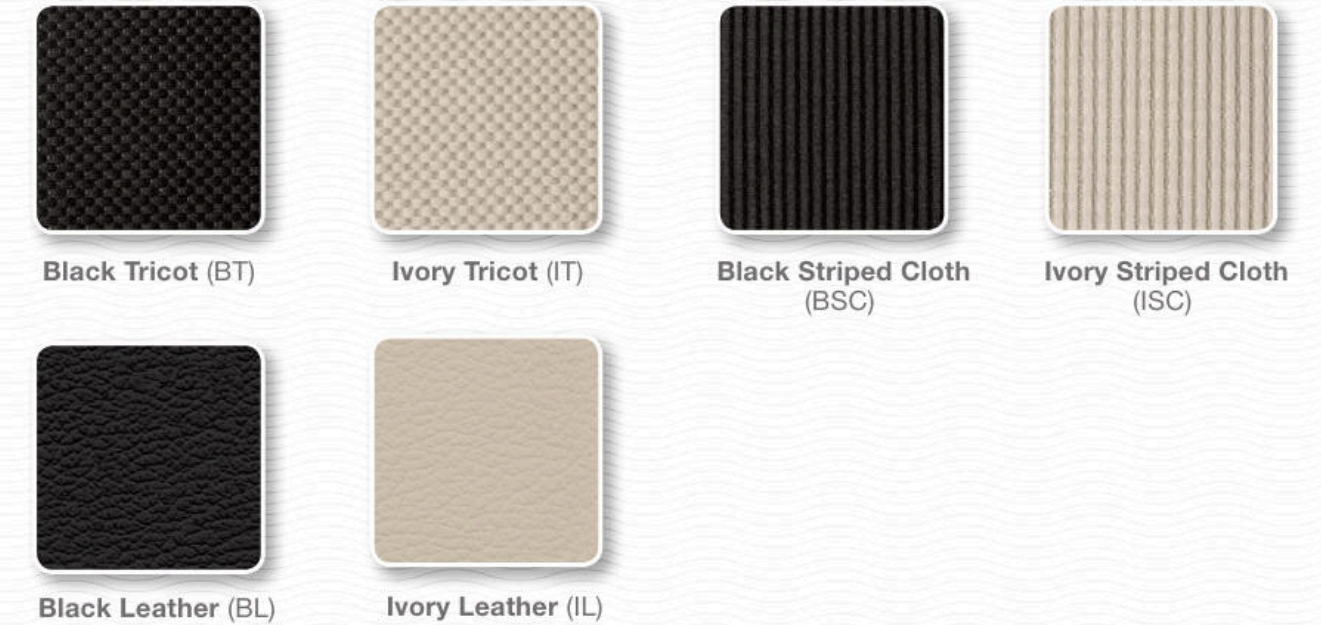
1 With available moonroof. Moonroof availability varies by trim level.
2 Mirrors with integrated turn signals.
3 Including roof rails.

2016 Impreza | Colors

Paint



Upholstery



Color Combinations

	2.0i – 2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
Crystal White Pearl	BT or IT	BL or IL	BSC or ISC	BL or IL
Ice Silver Metallic	BT	BL	BSC	BL
Jasmine Green Metallic	IT	IL	–	–
Quartz Blue Pearl	BT	BL	BSC	BL
Dark Blue Metallic	–	–	ISC	IL
Venetian Red Pearl	BT	BL	BSC	BL
Dark Gray Metallic	BT	BL	BSC	BL
Crystal Black Silica	BT or IT	BL or IL	BSC or ISC	BL or IL



Online:
tour.subaru.com/Impreza2016

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.



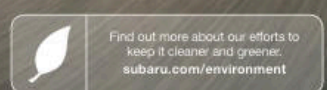
App Store:
tour.subaru.com/Imprezaapp



These brochures were printed with vegetable-based inks and produced using a "Green Printing Process". The Forest Stewardship Council® (FSC®) is an international organization that brings people together to find solutions which promote responsible stewardship of the world's forests and environments.

By producing these brochures in a green way rather than by traditional methods, we saved 80 trees preserved for the future; 37,395 gallons of wastewater flow; 2,503 lbs solid waste not generated; 8,895 lbs net greenhouse gases prevented; 36,000,000 BTUs energy not consumed. Calculations provided by Environmental Paper Network. FSC® is not responsible for any calculations on saving resources by choosing this paper.

This brochure is printed in the U.S.A. on 100% recycled paper. ©2015 Subaru of America, Inc. 16IMP.SRB.325 (S-17293, 185K, 9/15, CG)



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

