

2018 Subaru Life



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



SUBARU

Confidence in Motion



Love every moment. Trust every mile.

There's no telling where life will take you, but it's reassuring to know you can count on your Subaru to be there. Named Kelley Blue Book's 2017 Most Trusted Brand,** you can be confident every Subaru is built for the long haul, and with Subaru Symmetrical All-Wheel Drive,** you know it's up for the challenge. Plus, you'll have the peace of mind that our award-winning safety features and technologies provide. So go ahead. Live the life you love. It's why we hear again and again, "I love my Subaru."

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



The Subaru Love Promise

We created the Subaru Love Promise because we believe in making the world a better place. It is our vision to show love and respect to all people.

That's why we build fuel-efficient vehicles in eco-friendly plants. That's why, over the past 20 years, we've donated more than \$120 million to causes we all care about, and our employees have logged more than 40,000 volunteer hours. And our Subaru Love Promise vision is why we've signed commitments to our customers and our communities.

We believe it is important to continually make positive impacts in the world. And, throughout the country, our retailers are doing the same. We do this because we feel it is the right thing to do.



Our Causes and Passions

It's our aim to spread the Love Promise as far as possible. That's why we work with a diverse range of organizations. Many of them fall under one of these areas of focus.



Loving the environment means more than loving the great outdoors. It means working to preserve it.



We should all have a chance to lead a healthy life. We're aiming to give as many people that chance as we can.



In a perfect world, hunger would be history and hope would be commonplace. We believe a perfect world is possible.



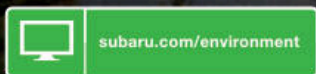
It's our goal to make the pursuit of knowledge available to as many minds as possible.



Whether they live in our homes or in the wild, Subaru is committed to keeping all animals safe and healthy.

Zero-Landfill Initiative

Subaru of Indiana Automotive was not only the first Zero-Landfill auto plant, but the first to be a designated Backyard Wildlife Habitat by the National Wildlife Federation (NWF). Since then, we've shared our expertise with over 800 companies and reached out to the National Park Service to pilot our Zero-Landfill Initiative in Denali, Grand Teton and Yosemite. Together with the National Parks Conservation Association, we've helped make progress towards creating more sustainable national parks. And, in an effort to bring more awareness to waste issues, we launched #DontFeedTheLandfills, a pledge signed by Subaru and our partners to continue reducing and conserving.



Doing our part

Subaru is proud to partner with organizations who are passionate about protecting the environment for future generations. Through the Subaru Loves the Earth initiative, together with the National Wildlife Federation (NWF), Subaru and our retailers helped to save 400,000 butterflies and donated nearly 800 Certified Wildlife Habitats to local schools across the country.





Joining the fight

Subaru supports various organizations committed to helping those in our communities stay as healthy as possible. Together with the Leukemia & Lymphoma Society (LLS), Subaru and our retailers donated 68,000 blankets, 4,750 arts & crafts kits and thousands of messages of hope to patients undergoing cancer treatment at hospitals and treatment centers nationwide. This inspired our retailers to take it a step further and host other events, such as monthly bike building for children fighting cancer.



Lending a hand

Subaru is dedicated to supporting organizations that help neighbors and community members in need. Over the past nine years, Subaru and our retailers have partnered with Meals on Wheels to deliver over 1.7 million meals to seniors across the country.

To mark our 50th anniversary in the United States, Subaru donated 50 specially wrapped 2018 Outback vehicles to local Meals on Wheels programs across the country to be used for the delivery of an estimated 53,000 meals to an additional 3,700 seniors across 39 states.



Investing in our future

At Subaru, we believe in education. That's why we support organizations dedicated to making learning as accessible as possible. Subaru and our retailers partnered with the American Association for the Advancement of Science (AAAS) to donate over 112,500 award-winning science books, along with school supplies, to schools nationwide with the goal of engaging and inspiring K-12 students.



Healthy and strong

Subaru cares about pets, so we support organizations that do good for them. Subaru and our retailers have partnered with local animal welfare organizations across the country to provide much-needed pet supplies that keep animals happy, healthy and ready for a safe and loving home. Since 2008, Subaru has donated nearly \$20 million to the American Society for the Prevention of Cruelty to Animals® (ASPCA®) and helped support over 1,200 adoption events, helping more than 40,000 animals nationwide.



SUBARU **share the love**[®] EVENT

The Subaru Share the Love Event has been helping those in need since 2008. Each year, for every new Subaru vehicle sold or leased during the event, we donate \$250 to the customer's choice of participating charities. This year, we supported ASPCA[®], Make-A-Wish[®], Meals On Wheels America[®], National Park Foundation and over 660 hometown charities selected by local Subaru retailers.

This year, we celebrated the tenth anniversary of the Subaru Share the Love Event. Since it began, Subaru of America and its participating retailers have donated more than \$94 million to national and local charities across the country.

These donations have helped charities serve thousands of people, communities and animals in the areas of health/medical, animal welfare, community service, food banks, education, environment, abuse support, disaster relief, senior care, and the military. We're thrilled this event has been able to help so many causes that we, and our owners, care very much about.



The Outdoors. It's Inside Subaru.

The Subaru lifestyle embraces the spirit of being outdoors. Through events and partnerships, we share our passion for being outside with as many as we can. Here are just a few of the events and partnerships we have in the works.

See you there!

Events & Partners

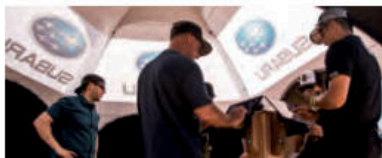
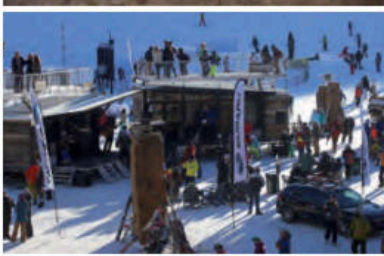
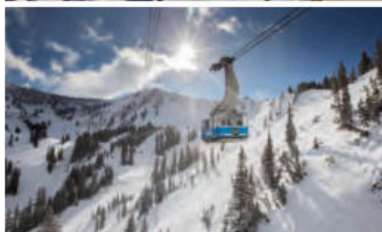
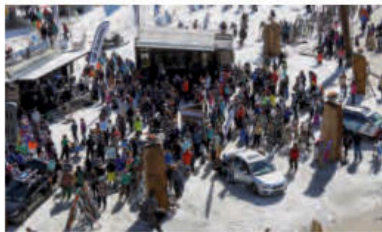
- Subaru WinterFest
- POWDR
- Subaru Sea Otter Classic
- Nordica
- Lib Tech
- National Ski Patrol
- Woodward at Copper
- Woodward at Tahoe

14 Mountain Resorts

- Eldora Mountain Resort, CO
- Boreal Mountain Resort, CA
- Boyne Highlands Resort, MI
- Boyne Mountain Resort, MI
- Copper Mountain, CO
- Jack Frost Big Boulder, PA
- Gorgoza Park, UT
- Lee Canyon, NV
- Mt. Bachelor, OR
- Sierra-at-Tahoe Resort, CA
- Snowbird Ski and Summer Resort, UT
- Snowshoe Mountain, WV
- Soda Springs Mountain Resort, CA
- Wisp Resort, MD



For some of our
future events, visit
subaru.com/events





SUBARU



The best passions are worth sharing.



Subaru owners are known for living life to the fullest. Now you have a unique way to let other Subaru owners know what you enjoy most, with your own Badge of Ownership to display on your Subaru vehicle.

Personalize your Badge of Ownership with your loyalty number, which shows how many Subaru vehicles you have owned. Add one or more lifestyle icons that reflect your interests or hobbies — our gift to you!

Learn more or order yours FREE at:






Challenge met.

Performance perfectionism led to the development of two special edition Subaru vehicles for 2018—the WRX STI Type RA and BRZ tS. Subaru Tecnica International (STI) drew on circuit racing experience to streamline the WRX STI Type RA, shedding excess weight with a carbon fiber roof and rear wing. Increased power, lightweight forged BBS® wheels and a revised suspension with Bilstein® dampers help the Type RA deliver lightning-quick response. Meanwhile, the BRZ tS has been optimized for precision handling, with STI performance springs, SACHS® dampers and 18-inch STI alloy wheels. Both cars are limited to 500 units, available spring 2018. Neither is inclined to sit still.

Victory claimed.

Whether it's the American Rally Association National Championship, the Mt. Washington Climb to the Clouds, or Red Bull Global Rallycross, there's no more punishing—and exciting—way to prove our engineering than by testing it on the track. Subaru Rally Team USA, together with Vermont SportsCar, empowers drivers to win with confidence and outstanding performance—drivers like Travis Pastrana, who smashed the Mt. Washington Climb to the Clouds hillclimb record and won the 2017 ARA National Championship, beating out his teammate and perennial champion David Higgins, all behind the wheel of the WRX STI.



For the latest rally news,
visit subaru.com/rally

Enthusiasm is contagious.

The love for a Subaru goes way beyond a wave to a fellow owner on the road. All over the world and all over the internet, loyal enthusiasts—united by their passion for life and for Subaru—gather for rallies and events or just to talk about their favorite subjects.

Subaru Enthusiast Sites



nasioc.com

Dlrally.com

iwsti.com

Subaru-**Impreza**.org

Subaru**XV**Forum.com

Subaru**BRZ**Forum.com

Club**WRX**.net

Subaru**Forester**.org

815subarus.com

socalsubies.com

wrxtuners.com

LegacyGT.com

flat4lv.com

i-club.com



sidc.co.uk

scoobycity.co.uk

scoobynet.com



socsa.org.za



wrx.com.au

Subaru**Outback**.org



clubsubaru.es



subaruclub.ca

WRXForums.com

igota**STI**.com

Subaru Enthusiast Events

Boxerfest

Wicked Big Meet

Big Northwest

Rocky Mountain Subaru Festival

Subiefest

Trust earned, mile after mile.

Owners like Terry Prine see a lot of value in a car they can trust. Since 98% of Subaru vehicles sold in the last 10 years are still on the road today,¹ we're pleased to have met many just like him. Terry remembers the day he brought his new 2003 Subaru Forester home, and all the great moments he's had with it by his side. He loves his Forester so much that he even plans on handing it down to his son Miles (that's really his name).

A memory in every mile.

000475

Going on tour with my band in '03, the Forester was my bus. I was able to load in all of my buddies and gear and still had room to pick things up on the way. An amazing time.

038000

Packing up the family and taking our first road trip. I tried never to take the same road twice, and the kids loved it. They especially enjoyed seeing all the different landscapes through the big windows and giant moonroof.

102000

The joy of having two healthy kids is only surpassed by having our third. With a growing family, I know that they're always safe in my Subaru, and that one day, my son Miles will get the Forester to make his own memories.

135500

In search of California's state fish, the golden trout, the kids and I car-camped with friends near Mono Pass and day-hiked into this incredible string of lakes known as Little Lakes Valley. We caught 25 fish within 3 hours. Rainbows, brookies and yes, the elusive golden trout! The kids were in heaven.

157000

The family keeps growing, and the Forester keeps going! The fourth Prine kid was born this summer, and Miles is now old enough to take the Forester out for his first spin. Another mile, another memory.



2018 Subaru models with EyeSight® receive the highest possible 2017 rating for front crash prevention.

—Insurance Institute for Highway Safety

An extra set of eyes
every time you drive.



The most important thing a Subaru can do is protect the people in it. We're always looking for better ways to do it and that is why the 2018 Outback, Legacy, Forester, Impreza, Crosstrek and WRX are all available with our innovative driver assist technology, Subaru EyeSight®. Like a second pair of eyes for the road ahead, EyeSight® warns you when there's potential danger and can even apply brakes to help you avoid it. It's added comfort and peace of mind you can count on in your daily drive.



For more on EyeSight®,
visit subaru.com/eyesight

Safety from all sides.

We're always looking for new ways to make our vehicles even better at protecting our owners, and advanced technologies like Reverse Automatic Braking for help when you're backing up—plus LED Steering Responsive Headlights and High Beam Assist to help you see better—are the latest ways we've done that.^{3,4}



Legacy 2.5i Limited in Twilight Blue Metallic with optional equipment.



Blind-Spot Detection

Using radar sensors, Blind-Spot Detection^{4,5} warns you with a visual indicator in your side mirror if it senses a vehicle in your blind spot. Another feature of this system, Lane Change Assist⁵ alerts you with a flashing indicator in each side mirror if it senses a vehicle approaching in a neighboring lane while you signal for a lane change.



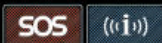
Reverse Automatic Braking

Our newest safety technology, Reverse Automatic Braking^{3,4} can detect objects directly behind your vehicle when backing up at a low speed and can help bring the vehicle to a stop should an object be detected within its range and the driver fail to act. There's also a Rear-Vision Camera to help you keep an eye out.



Rear Cross-Traffic Alert

This available technology uses radar sensors to help warn you of traffic approaching from the side as you are backing up, utilizing a flashing visual indicator in your side mirror and an audible warning.^{4,5}



SUBARU STARLINK™ Safety and Security

This advanced system helps keep you and your vehicle safe with Automatic Collision Notification, Enhanced Roadside Assistance, Stolen Vehicle Recovery, plus the added convenience of Remote Services.^{4,6}

Do a lot on very little.

MPG + AWD

Capable and fuel-efficient, Subaru vehicles are proof that you can have fun and get great mpg, too. Just look at the 2018 Outback, the most fuel-efficient vehicle in its class.⁷ Plus, most models achieve 30 mpg or more.⁸ With standard Subaru Symmetrical All-Wheel Drive on most models, you can go just about anywhere you care to in rain, snow and even rocky terrain. Now more than ever, Subaru vehicles help you do more with less impact on your wallet.

Subaru Symmetrical All-Wheel Drive

It's almost an unfair advantage. With Subaru Symmetrical All-Wheel Drive, you can count on having more traction and control than just about anyone else on the road, in all conditions. That's because it's no ordinary all-wheel drive system, and Subaru has been perfecting it for decades.



All Weather Conditions

Traction and stability keep you connected to the road in most conditions.



Accident Avoidance

Being more responsive to the unexpected takes natural agility.



Spirited Handling

Dynamic steering and intuitive control comes from a near-perfect side-to-side symmetry.

SUBARU BOXER® Engine

There's a lot more to the SUBARU BOXER® engine than just great performance and high fuel efficiency. Its unique design gives every Subaru a low center of gravity and many other benefits that you may not know about.

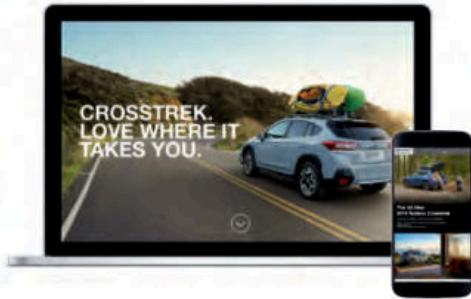


Horizontally Opposed Design → Smoother Operation

Durable Construction → Increased Reliability

Lower Center of Gravity → Greater Handling Agility

Take a Guided Tour.



It's the ultimate way to get to know Subaru models on your terms. Get up-close and personal with color configurators, videos, 360-degree views, interactive content and more. Available from any device at: tour.subaru.com

Get Social.



facebook.com/subaruofamerica



twitter.com/subaru_usa



youtube.com/user/subaru



instagram.com/subaru_usa



MIX
Paper from
responsible sources
FSC® C102835

This brochure was 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 49 trees preserved for the future, 22,998 gallons of wastewater flow saved, 1,540 lbs solid waste not generated, 4,240 lbs net greenhouse gases prevented, 22,930,000 BTUs energy not consumed. Calculations provided by Environmental Paper Network. FSC® is not responsible for any calculations on saving resources by choosing this paper.

1. Based on IHS Markit U.S. vehicles in operation vs. total registrations MY2007-2016 as of January 2017. 2. 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. 3. The Reverse Automatic Braking System is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as vehicle maintenance, weather and road conditions. Always exercise caution and use vehicle mirrors and the Rear-Vision Camera when backing up. See Owner's Manual for complete details on system operation and limitations. 4. Availability varies by vehicle and trim level. See your retailer. 5. Blind-Spot Detection, Lane Change Assist and Rear Cross-Traffic Alert are systems designed to assist the driver by monitoring the rear and side areas of the vehicle during a lane change or reversing and are not a substitute for safe and attentive driving. 6. Activation and required subscription sold separately. Includes 1-year Safety Plus trial subscription. Safety Plus and Security Plus subscription available at additional cost. See your retailer for details. 7. Based on EPA-estimated highway fuel economy for MY2017 vehicles within the Non-Luxury Midsize CUV segment. Segment definition supplied by IHS Markit. Actual mileage may vary. 8. Based on EPA-estimated highway fuel economy for 2018 Legacy, Outback and Forester 2.5i models, Impreza and Crosstrek models, and 2017 BRZ models equipped with automatic transmission. Actual mileage may vary. 9. Longevity based on the average of vehicles in operation vs. new registrations for each model year using IHS Markit data for MY2007-2016 as of October 2016. 10. EPA-estimated fuel economy for 2018 Subaru Outback 2.5i CVT models at 32 highway MPG. Actual mileage may vary. Visit fuelconomy.gov for more information. 11. EPA-estimated fuel economy for 2018 Forester 2.5i CVT at 32 highway MPG. Actual mileage may vary. Visit fuelconomy.gov for more information. 12. Compatible smartphone and free 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. 13. Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 14. 2017 Kelley Blue Book Brand Image Awards are based on the Brand Watch® study from Kelley Blue Book Strategic Insights. Award calculated among non-luxury shoppers. For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. 15. EPA-estimated fuel economy for 2018 Subaru Legacy 2.5i at 34 highway MPG. Actual mileage may vary. Visit fuelconomy.gov for more information. 16. EPA-estimated fuel economy for 2018 Impreza 2.0i CVT sedan at 38 highway MPG. Excludes Sport models. Actual mileage may vary. Visit fuelconomy.gov for more information. 17. EPA-estimated fuel economy for 2018 Subaru Crosstrek 2.0i CVT models at 33 highway MPG. Actual mileage may vary. Visit fuelconomy.gov for more information. 18. Performance Package models are equipped with brake pads which may produce higher levels of braking noise and brake dust, even under normal driving conditions. 19. Manual transmission models only.

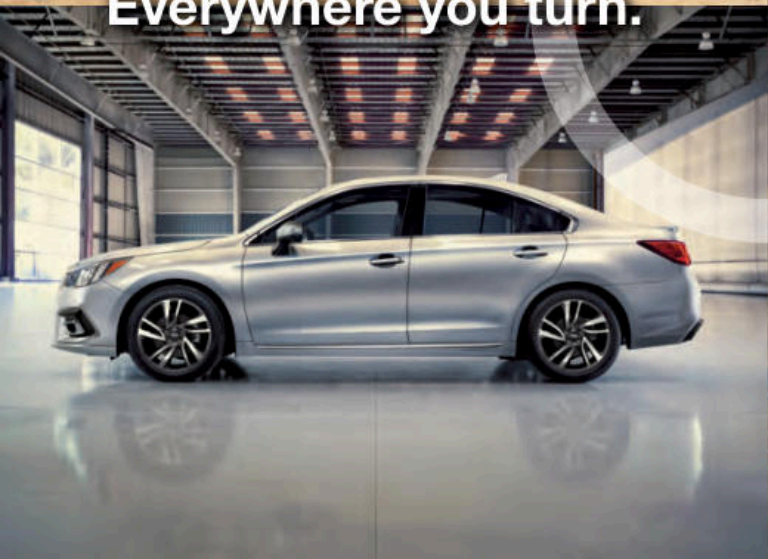
This brochure was prepared by Subaru of America, Inc. A warranty from Subaru of America, Inc., is available only on cars sold to the first retail purchaser through an authorized Subaru retailer in the continental U.S. or Alaska. Subaru, SUBARU BOXER, Lineartronic, X-MODE, EyeSight, Impreza, Legacy, BRZ, WRX and WRX STI are registered trademarks of SUBARU CORPORATION. Forester, Outback, Crosstrek, Added Security and Equity Shield are registered trademarks of Subaru of America, Inc. Confidence in Motion and Starlink are trademarks of SUBARU CORPORATION. Aha is a trademark of Harman International Industries, Inc. Alcantara is a registered trademark of Alcantara S.p.A. and Alcantara is produced by Toray Group. App Store, iPod, iPad and iTunes are registered trademarks of Apple Inc. Apple CarPlay is a trademark of Apple Inc. Android Auto is a trademark of Google Inc. BBS is a registered trademark of BBS Kraftfahrzeugtechnik AG. Bluetooth is a registered trademark of Bluetooth SIG, Inc. Brembo is a registered trademark of Brembo S.p.A. GreenEdge and Harman Kardon are registered trademarks of Harman International Industries, Inc. HD Radio is a registered trademark of iBiquity Digital Corporation. iHeartRadio is a registered trademark of iHeartMedia, Inc. Pandora is a registered trademark of Pandora Media, Inc. SACHS is a registered trademark of ZF Friedrichshafen AG. Bilstein is a registered trademark of ThyssenKrupp Bilstein GmbH. SiriusXM, Traffic and Travel Link are registered trademarks of SiriusXM Radio Inc. Stitcher is a trademark of Stitcher, Inc. Thule is a registered trademark of the Thule Group. TomTom is a registered trademark of TomTom International BV. Yelp is a registered trademark of Yelp Inc. Recaro is a registered trademark of Recaro Beteiligungs-GmbH Corporation, and is a registered trademark of Honeywell International Inc. Information in this brochure is accurate at the time of publication, and is subject to change. For more information, contact your Subaru retailer or log on to subaru.com. 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 product information, log on to 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 is printed in the U.S.A. on 100% recycled paper. Subaru is headquartered in a zero-landfill office in Cherry Hill, N.J. ©2017 Subaru of America, Inc. B-18LIFEBOOK.S25 (S-20915, 295K, 12/17, CG)



Everywhere you turn.



Confidence is at our core.



Built to last
is the only way we make it.

Genuine Subaru Accessories

To be certain that Genuine Subaru Accessories perform and last throughout the life of your vehicle, each accessory is run through several rigorous tests. To add further assurance, Thule® Genuine Subaru Accessories also carry a limited lifetime warranty, while others come with the same 3-year warranty as your Subaru. Most are custom-designed to ensure the best fit and function as well. Rest assured, you can count on these accessories to be with you for the long haul.

2018 BRZ*

There are sports cars with rear-wheel drive. There are also sports cars with responsive steering, a few with nimble handling, and some that are lightweight. The BRZ has all of these characteristics—and more. And with the supremely low and balanced SUBARU BOXER® engine, its handling is simply divine. This is how sports cars should be built—and how driving should feel.



Sharp



Agile



Quick



Exhilarating

Heart of a Subaru.
Soul of a sports car.

“What we have... is an affordable, tossable, tail-happy sports car: slick-shifting, hard-stopping, great-sounding, as much fun on a track as it is in the canyons as it is around town.”

—Autoweek.com, March 2017

- 205-hp 2.0-liter 4-cylinder direct-injected SUBARU BOXER® engine¹⁹
- Performance Package with Brembo® brakes and SACHS® performance dampers^{4,19}
- Close-ratio 6-speed manual transmission or available automatic transmission with manual-mode paddle shifters⁴
- Front-mounted engine and rear-wheel drive for razor-sharp handling and balance
- Ultra-quick 13.1:1 steering ratio
- Multi-spoke 17-inch alloy wheels
- Available SUBARU STARLINK™ 7.0-inch Multimedia Navigation¹ system powered by TomTom® featuring Apple CarPlay,¹⁷ Android™ Auto, Pandora® and Aha™ smartphone app integration,² HD Radio® with iTunes® tagging capability, USB port/iPod® control, SiriusXM® All Access Radio,³ and Bluetooth® hands-free phone and audio streaming connectivity
- LED headlights and taillights
- 4.2-inch multifunction display with g-meter, lap timer, triple gauge meter, torque curve maps and more⁴
- Alcantara® and leather-trimmed upholstery⁴



Take the 2018 BRZ
Guided Tour.

*Early 2018 availability.

BRZ Limited in WR Blue Pearl with optional Performance Package.

2018 WRX STI

With its snarling 305-horsepower turbocharged SUBARU BOXER® engine, the 2018 WRX STI applies lessons learned in motorsports to create a synergy between car, driver and road. Prepare to elevate your drive—and your heart rate.



Fast



Fierce



Sharp



Exhilarating

- 305-hp turbocharged 2.5-liter 4-cylinder SUBARU BOXER® engine
- Driver Controlled Center Differential (DCCD) All-Wheel Drive
- SI-DRIVE performance management system
- Active Torque Vectoring
- 19-inch alloy wheels⁴
- High-performance STI sport-tuned suspension
- Brembo® performance brake system with 6-piston front and 2-piston rear monoblock calipers and cross-drilled rotors
- Ultra-quick 13:1 steering ratio
- LED Steering Responsive Headlights (SRH)
- Harman Kardon® premium audio system with 9 speakers and a 440-watt-equivalent amplifier⁴
- STARLINK™ Multimedia featuring a 6.2- or 7.0-inch touchscreen, Pandora®, iHeartRadio® Stitcher™ and Aha™ smartphone app integration^{4,12} and SiriusXM® All Access Radio^{4,13}
- STARLINK™ Safety and Security, including Automatic Collision Notification, Enhanced Roadside Assistance, Stolen Vehicle Recovery, and added convenience with Remote Services^{4,6}
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert^{4,5}
- 5.9-inch color multifunction display
- Recaro® performance-design front seats with red stitching⁴

Drive the action.



The Subaru WRX STI has assisted Subaru Rally Team USA to 12 overall Rally Championships in the United States.*



Take the 2018 WRX STI
Guided Tour.



2018 WRX

There's never a dull moment behind the wheel of the WRX. Forged in rally competition, tempered on the racetrack, yet designed with ample space for both passengers and cargo, it's a sports car with room for weekdays. Expectations, met.



Powerful



Fierce



Sharp



Agile

- 268-hp 2.0-liter Direct Injection Turbocharged (DIT) 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive (AWD)
- 6-speed manual transmission or optional Sport Lineartronic™ transmission with paddle shifters⁴
- Sport-tuned suspension
- Performance Package with Recaro® performance-design front seats, red-painted brake calipers and Jurid® performance front brake pads^{4,18}
- Vehicle Dynamics Control (VDC) with Active Torque Vectoring
- 18-inch aluminum-alloy wheels²
- Harman Kardon® premium audio system with 9 speakers and a 440-watt-equivalent amplifier⁴
- STARLINK™ Multimedia featuring a 6.2- or 7.0-inch touchscreen, Pandora,® iHeartRadio,® Stitcher™ and Aha™ smartphone app integration,^{4,12} and SiriusXM® All Access Radio^{4,13}
- STARLINK™ Safety and Security, including Automatic Collision Notification, Enhanced Roadside Assistance, Stolen Vehicle Recovery, and added convenience with Remote Services^{1,6}
- Keyless Access with Push-Button Start⁴
- EyeSight® Driver Assist Technology with Pre-Collision Braking^{2,4}
- LED Steering Responsive Headlights (SRH)⁴

Drive first.

The where will happen.



Take the 2018 WRX
Guided Tour.

"Fast, fun, and ferocious—good things come in small packages and the 2018 Subaru WRX Premium still delivers like a champ."

—Automobile

Boundaries are meant to be challenged.

2018 Crosstrek

Setting your own course is how you got here. Feel free to push it further in the all-new 2018 Crosstrek. Standard Subaru Symmetrical AWD and up to 33 highway MPG¹⁷ will take you farther, while 8.7 inches of ground clearance and the new X-MODE[®] terrain feature with Hill Descent Control help you take on roads others can't. You determine what's possible. Love is out there. Find it in a Crosstrek.



Versatile



Efficient



Fun



Safe

- 152-hp 2.0-liter 4-cylinder SUBARU BOXER[®] engine
- 33 highway mpg¹⁷
- Subaru Symmetrical All-Wheel Drive (AWD) featuring available X-MODE[®] with Hill Descent Control²
- Lineartronic[®] CVT (Continuously Variable Transmission) with manual-mode paddle shifters²
- Raised suspension with 8.7 inches of ground clearance
- LED Steering Responsive Headlights (SRH) with High Beam Assist (HBA)¹
- High-contrast cloth or leather-trimmed upholstery with orange stitching⁴
- Power driver's seat⁴
- STARLINK[™] Multimedia with standard Apple CarPlay[™] and Android[™] Auto integration,² and featuring a 6.5- or 8.0-inch touchscreen⁴
- STARLINK[™] Safety and Security, including Automatic Collision Notification, Enhanced Roadside Assistance, Stolen Vehicle Recovery, and added convenience with Remote Services^{4,6}
- Keyless Access with Push-Button Start⁴
- EyeSight[®] Driver Assist Technology with Pre-Collision Braking^{2,4}
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert^{4,5}
- Reverse Automatic Braking (RAB)^{3,4}
- Rear-Vision Camera



Take the 2018 Crosstrek
Guided Tour.



The Subaru Crosstrek has the Lowest
5-Year Cost to Own in its class for 2017
according to Kelley Blue Book.*



The world is yours. Claim it.

2018 Impreza

Ready to go all out, the 2018 Impreza is built to last, protect and get you where you want to go. The Impreza sedan and 5-door boast bold designs, SUBARU STARLINK™ Multimedia with standard Apple CarPlay™ and Android™ Auto integration,^{1,2} and plenty of advanced features to help you stay safe. Plus, with standard Subaru Symmetrical All-Wheel Drive and up to 38 highway MPG¹⁶, you're free to go nearly anywhere you want. Impreza. More than a car, it's a Subaru.



Efficient



Fun



Roomy



Affordable

The longest-lasting vehicle in its class.*

— IHS Markit

- 152-hp 2.0-liter 4-cylinder SUBARU BOXER[®] engine
- Up to 38 highway mpg¹⁶
- Subaru Symmetrical All-Wheel Drive (AWD)
- Sedan and 5-door body styles
- LED Steering Responsive Headlights (SRH) with High Beam Assist (HBA)⁴
- Cloth or leather-trimmed upholstery⁴
- Power driver's seat⁴
- STARLINK™ Multimedia with standard Apple CarPlay™ and Android™ Auto integration,^{1,2} and featuring a 6.5- or 8.0-inch touchscreen⁴
- STARLINK™ Safety and Security, including Automatic Collision Notification, Enhanced Roadside Assistance, Stolen Vehicle Recovery, and added convenience with Remote Services^{4,5}
- Harman Kardon[®] premium audio system with 8 speakers and a 432-watt-equivalent amplifier⁴
- Keyless Access with Push-Button Start⁴
- EyeSight[®] Driver Assist Technology with Pre-Collision Braking^{2,4}
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert^{4,5}
- Reverse Automatic Braking (RAB)^{3,4}
- Rear-Vision Camera

*Based on the average of vehicles in operation vs. new registrations for each model year using IHS Markit data as of October 2016 for MY2007-2016.

Impreza 2.0i Sport 5-door in Ice Silver Metallic with optional equipment.



Take the 2018 Impreza
Guided Tour.

2018 Legacy

It's simple. When you trust something, you worry less. With the 2018 Legacy, this trust comes in the form of safety, reliability and confidence to take on just about anything you throw at it. In fact, 96% of Subaru Legacy vehicles sold in the last 10 years are still on the road today.¹ And this is one of the many reasons why Subaru is the 2017 Most Trusted Brand according to Kelley Blue Book's KBB.com!⁴ Built to be counted on, the Legacy can make your daily drive feel a whole lot freer. It's not just a sedan. It's a Subaru.



Efficient



Engaging



Roomy



Safe

- 256-hp 3.6L 6-cylinder or 175-hp 2.5L 4-cylinder SUBARU BOXER® engine
- 34 highway mpg^{1,5}
- Subaru Symmetrical All-Wheel Drive (AWD) with Active Torque Vectoring
- Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- LED Steering Responsive Headlights (SRH) with High Beam Assist (HBA)⁴
- EyeSight® Driver Assist Technology with Pre-Collision Braking^{2,4}
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert^{1,5}
- Reverse Automatic Braking (RAB)^{3,4}
- Rear-Vision Camera
- STARLINK™ Multimedia with standard Apple CarPlay™ and Android™ Auto integration,^{1,2} and featuring a 6.5- or 8.0-inch touchscreen⁴
- STARLINK™ Safety and Security, including Automatic Collision Notification, Enhanced Roadside Assistance, Stolen Vehicle Recovery, and added convenience with Remote Services^{4,6}
- Harman Kardon® premium audio system with 12 speakers and a 576-watt-equivalent amplifier⁴

Trust feels
a lot like freedom.



Take the 2018 Legacy
Guided Tour.

"The Legacy is comfortable, quiet, offers good fuel economy and reliability all in a package with plenty of interior space and with excellent safety scores."⁷

—Kelley Blue Book's KBB.com

2018 Forester

Inspired to do more. The 2018 Forester is a favorite when it comes to pursuing your passion with those you care about the most. You can count on outstanding versatility with standard Subaru Symmetrical All-Wheel Drive and available X-MODE[®], great fuel economy with up to 32 highway MPG,¹¹ and all the peace of mind you could ask for with available EyeSight[®] Driver Assist Technology^{2,4} and advanced safety technologies like available Reverse Automatic Braking^{3,4}, LED Steering Responsive Headlights⁴ and High Beam Assist⁴.



Efficient



Roomy



Versatile



Safe



- 170-hp 2.5L or turbocharged 250-hp 2.0L 4-cylinder SUBARU BOXER[®] engine
- Lineartronic[®] CVT (Continuously Variable Transmission) with manual-mode paddle shifters⁴
- 32 highway mpg¹¹
- Subaru Symmetrical All-Wheel Drive (AWD) featuring available X-MODE[®] with Hill Descent Control⁴
- EyeSight[®] Driver Assist Technology with Pre-Collision Braking^{2,4}
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert^{4,5}
- Reverse Automatic Braking (RAB)^{3,4}
- LED Steering Responsive Headlights (SRH) with High Beam Assist (HBA)⁴
- Power Rear Gate with automatic close and height memory⁴
- Rear-Vision Camera
- Panoramic moonroof⁴
- STARLINK™ Multimedia featuring a 6.2- or 7.0-inch touchscreen, Pandora[®], iHeartRadio[®], Stitcher™ and Aha™ smartphone app integration^{4,12} and SiriusXM[®] All Access Radio^{4,13}
- STARLINK™ Safety and Security, including Automatic Collision Notification, Enhanced Roadside Assistance, Stolen Vehicle Recovery, and added convenience with Remote Services^{4,6}
- Dual-zone automatic climate control⁴



Take the 2018 Forester
Guided Tour.

Do what you love,
and do it often.

"The Subaru Forester is one of an increasingly rare breed that is equally adept on-road and off-road."^{**}

—Kelley Blue Book's KBB.com

Adventure has no address.

2018 Outback

We believe that the best adventures are never predetermined and rarely paved. This is why we redesigned the 2018 Outback to minimize limits and maximize versatility, durability,⁹ safety and comfort. We began by updating its styling, revamping the interior, adding sound-deadening materials for improved quietness and enhancing driving dynamics. For exploring with confidence, we gave the Outback available LED Steering Responsive Headlights (SRH), so you'll see the road ahead of you like you never have before. Adventure is always out there. In the Outback, you always find it.



Efficient



Capable



Versatile



Safe

"Few other vehicles...can be everything to everyone like the Outback."

— *Jalopnik.com*



**Take the 2018 Outback
Guided Tour.**

- 256-hp 3.6L 6-cylinder or 175-hp 2.5L 4-cylinder SUBARU BOXER[®] engine
- Subaru Symmetrical All-Wheel Drive (AWD) featuring X-MODE[®] with Hill Descent Control (HDC)
- Lineartronic[®] CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- 32 highway mpg¹⁰
- Raised suspension with 8.7 inches of ground clearance
- LED Steering Responsive Headlights (SRH) with High Beam Assist (HBA)⁴
- EyeSight[®] Driver Assist Technology with Pre-Collision Braking²⁻³
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert^{4,5}
- Power Rear Gate with automatic close and height memory⁴
- Rear-Vision Camera
- Reverse Automatic Braking (RAB)^{3,4}
- STARLINK[™] Multimedia with standard Apple CarPlay[™] and Android[™] Auto integration^{1,2} and featuring a 6.5- or 8.0-inch touchscreen⁴
- STARLINK[™] Safety and Security, including Automatic Collision Notification, Enhanced Roadside Assistance, Stolen Vehicle Recovery, and added convenience with Remote Services^{4,6}
- Harman Kardon[®] premium audio system with 12 speakers and a 576-watt-equivalent amplifier⁴





Welcome to the family.



No other brand has won more 2017 Kelley Blue Book brand awards than Subaru: **Most Trusted Brand**, **Best Overall Brand**, **Best Performance Brand**, and **Lowest 5-Year Cost to Own.***

* 2017 Kelley Blue Book Brand Image Awards are based on the Brand Watch™ study from Kelley Blue Book Strategic Insights. Award calculated among non-luxury shoppers, 2017 model-year vehicle's projected cost to own for the initial five-year ownership period is based on the average Kelley Blue Book 5-Year Cost to Own data which considers depreciation and costs such as fuel and insurance. For more information, visit www.kbb.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.

2018 Subaru Models

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



SUBARU

Confidence in Motion