



Efficient

From body frame to drivetrain, we've focused the design of the new Impreza on saving fuel. And at 36 miles per gallon, it's the most fuel-efficient all-wheel drive vehicle in America¹.

1 Manufacturer estimated fuel economy for 2012 Subaru Impreza 2.0i CVT at 36 highway MPG. Comparison based upon EPA estimated highway fuel economy for all 2011 AWD vehicles. Actual mileage may vary.



Spacious

A new, cabin-forward design has opened up the interior and made this the most spacious Impreza ever. It means more room for you, all your passengers and your cargo.



Fun

Zippy handling. Punchy acceleration. Comfy seating. Combine these with cool technology and engaging features, and you'll never want to park.



Capable

Only a handful of compact cars offer all-wheel drive. And none of them offers the legendary traction of Subaru Symmetrical All-Wheel Drive—except the Impreza.













Serious. Enjoyment. Fuel Efficiency Added Safety More space. More rewards. Bluetooth® Hands-free Stay connected, stay entertained, but keep New features and design take trademark 36 MPG² means you'll be able drive the new It's still compact on the outside, but the Impreza more than 500 miles between fillyour hands where they belong. The new Subaru safety to the next level. We've new Impreza is a pretty big deal. It's big on Impreza is available with both Bluetooth ups. Road trip anyone? And expect to enjoy shoulder room and legroom—even for rear strengthened the body structure by using hands-free calling and Bluetooth audio more high-tensile steel, and we've added seat passengers. It's big on cargo room those miles more, thanks to the smoothstreaming-allowing you to make calls and a driver's knee airbag to help protect the performing efficiency of Lineartronic® CVT with up to 52.4 cubic feet of easy-access lower extremities of the driver.1 and a new SUBARU BOXER® engine with space. And it's big on interior rewards with stream music—all without wires. better low-end response. generous use of soft-touch materials and modern, refined design. Subaru Symmetrical AWD Redesigned Suspension All-wheel drive isn't just for SUVs and road-Curvy roads will be your new best friends. The Impreza will dial up your drive with hugging sports cars. The Impreza gives you the confidence-inspiring stability and traction exciting agility and precision, thanks to a of Subaru AWD with exceptional efficiency. new suspension design that's added pillow You'll discover how many opportunities open ball bushings to the double wishbone up when your limitations fade away. rear suspension - making it tighter and more responsive. 1 Always wear seatbelts. Children should be properly restrained in the rear seat. 2 Manufacturer estimated fuel economy for 2012 Subaru Impreza 2.0i CVT at 36 highway MPG. Comparison based upon EPA estimated highway fuel economy for all 2011 AWD vehicles. Actual mileage may vary.

Impreza 2.0i Limited 4-door in Marine Blue Pearl.

Which Impreza is yours?

2.0i 4-door and 5-door



- 148-hp 2.0-liter 4-cylinder SUBARU
- Subaru Symmetrical All-Wheel Drive
- 5-speed manual transmission or optional Lineartronic® CVT (Continuously Variable
- 15-inch steel wheels with covers
- Cloth upholstery
- 6-way manually adjustable driver's seat.
- 4-way manually adjustable front-passenger's seat.
- 4-speaker single-CD audio system
- Multi-function Display

2.0i Premium 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) with manual-mode paddle shifters
- Cloth upholstery
- 6-way manually adjustable driver's seat. 4-way manually adjustable front-passenger's seat.
- ▲ 16-inch aluminum-alloy wheels
- ▲ Body-color side mirrors
- ▲ 6-speaker single-CD audio system with USB port/iPod® control and Bluetooth® connectivity
- **▲ Electronic cruise control**
- ▲ Optional Alloy Wheel Package
- **▲ Optional Navigation System**
- ▲ Optional All-Weather Package

2.0i Limited 4-door and 5-door



- 148-hp 2.0-liter 4-cylinder SUBARU
- Subaru Symmetrical All-Wheel Drive
- Optional Navigation System
- ▲ Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- ▲ 17-inch aluminum-alloy wheels
- ▲ Fog lights

- ▲ Leather-trimmed upholstery
- ▲ Automatic climate control system
- ▲ 6-speaker single-CD audio system with HD Radio™, USB port/iPod® control and Bluetooth® connectivity
- ▲ Auto-on/off headlights
- ▲ All-Weather Package

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 Transmission) with manual-mode paddle shifters
- Fog lights
- 17-inch aluminum-alloy wheels with gray finish
- · Roof rails, black finish
- Striped cloth upholstery
- 6-speaker single-CD audio system with USB port/iPod® control and Bluetooth® connectivity
- 6-way manually adjustable driver's seat. 4-way manually adjustable front-passenger's seat.
- All-Weather Package

2.0i Sport Limited 5-door



- 148-hp 2.0-liter 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive
- Fog lights
- 17-inch aluminum-alloy wheels with gray finish
- 6-way manually adjustable driver's seat. 4-way manually adjustable front-passenger's seat.
- All-Weather Package
- ▲ Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- ▲ Leather-trimmed upholstery
- ▲ Automatic climate control
- ▲ 6-speaker single-CD audio system with HD Radio™ USB port/iPod® control and Bluetooth® connectivity



ENGINE AND DRIVETRAIN	2.01	2.01 Sport

Engine 2.0-liter DOHC aluminum-alloy 16-valve horizontally opposed 4-cylinder SUBARU BOXER® engine with Dual Active Valve Control System.

Power 148 hp @ 6,200 rpm 145 lb-ft @ 4,200 rpm Torque

Manual transmission

Fully synchronized 5-speed manual. **2.0i, 2.0i Premium** and **2.0i Sport Premium:** Standard.

2.0i Limited and 2.0i Sport Limited: N/A.

Lineartronic® CVT (Continuously Variable Transmission). Automatic transmission

2.0i, 2.0i Premium and 2.0i Sport Premium: Optional 2.0i Limited and 2.0i Sport Limited: Standard.

CA Emissions PZEV1 and LEV2

TRACTION AND STABILITY

Traction Control System

Fuel capacity

Symmetrical All-Wheel Drive

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 Vehicle Dynamics Control

taking, VDC applies braking power and/or reduces engine torque to help correct vehicle path.

VDC also incorporates an all-wheel, all-speed traction control system which senses a loss of traction and applies braking force to

the slipping wheel or wheels as necessary to maintain vehicle motion.

FUEL

Fuel economy Manual: 25/34/28 mpg (4-door) CVT: 27/36/30 mpg (4-door and 5-door)

(city/highway/combined)2 25/33/28 mpg (5-door)

Fuel requirement Unleaded gasoline (87 octane)

CHASSIS

Steering Electric power-assisted rack-and-pinion. Turning circle: 34.8 feet.

Suspension

14.5 gallons

4-wheel independent. **Front:** MacPherson strut type. **Rear:** Double-wishbone. Front and rear stabilizer bars (**2.0i**: Front stabilizer bar only)

4-wheel disc, ventilated front. 4-channel, 4-sensor ABS with Electronic Brake-force Distribution (EBD).

10.9 inches/10.8 inches Brake discs (front/rear)

Brake Assist When emergency braking is detected by how quickly the brake pedal is pressed, maximum brake pressure is immediately applied.

WHEELS AND TIRES

Tires

2.0i: 15 x 6.0-inch steel with covers Wheels

2.0i Premium: 16 x 6.5-inch 10-spoke aluminum-alloy.2.0i Limited and Alloy Wheel Package:

2.0i: 195/65 R15 89H all-season **2.0i Premium:** 205/55 R16 89V all-season

2.0i Limited, Alloy Wheel Package:

104.1 inches

59.4 inches/59.6 inches

EXTERIOR AND INTERIOR DIMENSIONS

Legroom (front/rear)

Passenger volume

Base curb weight

Cargo volume

4-Door 5-Door Length/Width/Height 173.8 inches/68.5 inches/57.7 inches (2.0i Sport: 57.9 inches/with roof 180.3 inches/68.5 inches/57.7 inches

Wheelbase 104.1 inches

Track (front/rear) 59.4 inches/59.6 inches

39.8 inches/37.1 inches Headroom (front/rear)

(with moonroof: 37.2 inches/37.1 inches)

43.5 inches/35.4 inches Shoulder room (front/rear) 55.6 inches/54.2 inches

96.9 cubic feet (with moonroof: 93.4 cubic feet)

5 years, unlimited mileage.

12.0 cubic feet

2.0i: 2,910 lbs/2,976 lbs 2.0i Premium: 2,954 lbs/3,009 lbs (manual/automatic) 2.0i Limited: N/A/3,053 lbs

39.8 inches/37.7 inches (with moonroof: 37.2 inches/37.7 inches)

43.5 inches/35.4 inches 55.6 inches/54.2 inches

17 x 7.0-inch 5-hole aluminum-alloy

205/50 R17 88V all-season

97.5 cubic feet (with moonroof: 94.0 cubic feet)

22.5 cubic feet (52.4 cubic feet with rear seat lowered) **2.0i:** 2,910 lbs/2,976 lbs

2.0i Premium: 2,954 lbs/3,009 lbs 2.0i Limited: N/A/3,053 lbs **2.0i Sport Premium:** 2,998 lbs/3,075 lbs **2.0i Sport Limited:** N/A/3,086 lbs

Warranties

New Car Limited Warranty 3 years or 36,000 miles, whichever comes first 5 years or 60.000 miles, whichever comes first. **Powertrain Limited Warranty**

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: • Brake Pads • Wiper Blades • Clutch Linings • Transmitter Batteries

Rust Perforation Limited Warranty

▲ Additions or differences from preceding trim level.



Antitheft security system with engine immobilizer

Auto-on/off headlights Fog lights Black folding side mirrors Body-color folding side mirrors Body-color door handles Body-color door handles with chrome accents Heated side mirrors and windshield wiper de-icer (All-Weather Package) Single exhaust outlet with stainless tip (4-door) 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 seatback Leather-trimmed steering wheel Leather-wrapped automatic transmission shifter handle Tricot or Striped cloth upholstery Leather-trimmed upholstery CONVENIENCE FEATURES Driver's auto up/down power window	- - • - -	- - - •	• • -	•	•
Black folding side mirrors Body-color folding side mirrors Body-color door handles Body-color door handles with chrome accents Heated side mirrors and windshield wiper de-icer (All-Weather Package) Single exhaust outlet with stainless tip (4-door) 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 seatback Leather-trimmed steering wheel Leather-wrapped automatic transmission shifter handle Tricot or Striped cloth upholstery Leather-trimmed upholstery CONVENIENCE FEATURES	• -	•	-	•	•
Body-color folding side mirrors Body-color door handles Body-color door handles with chrome accents Heated side mirrors and windshield wiper de-icer (All-Weather Package) Single exhaust outlet with stainless tip (4-door) 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 seatback Leather-trimmed steering wheel Leather-wrapped automatic transmission shifter handle Tricot or Striped cloth upholstery Leather-trimmed upholstery CONVENIENCE FEATURES	-	•			
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Leather-trimmed upholstery CONVENIENCE FEATURES	-	\mathbf{O}^3	•	-	•
CONVENIENCE FEATURES	•	•	-	•	-
	-	-	•	-	•
briver's date up/down power window	•	•	•	•	•
Electronic cruise control	-	•	•	•	•
3-spoke steering wheel with audio, cruise control and Bluetooth® hands-free phone on/off controls	-	•	•	•	•
Automatic transmission manual-mode paddle shifters	-	0	•	0	•
Manually adjustable tilt/telescoping steering column	•	•	•	•	•
Center console with adjustable armrest lid	-	•	•	•	•
AUDIO AND COMMUNICATION SYSTEMS					
4-speaker single-CD audio system	•	-	-	-	-
6-speaker single-CD audio system with USB port/iPod® control, Bluetooth audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack	-	•	-	•	-
6-speaker single-CD audio system with 4.3-inch LCD display, HD Radio™ with iTunes® tagging, USB port/iPod® control, Bluetooth audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack	-	-	•	-	•
NSTRUMENTATION					
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	•	•	•	•	•
CLIMATE CONTROL Manually adjustable CEC free air conditioning system with retany controls for temporature, 4 appeal for	•	•			
Manually adjustable CFC-free air-conditioning system with rotary controls for temperature, 4-speed fan and airflow direction	•		-	•	-
Automatic climate control system with controls for temperature, fan, airflow direction and CFC-free air conditioning	-	-	•	-	•
SECURITY					
Keyless entry system with answer-back electronic chirp	•	•	•	•	

SAFETY	2.0i	2.0i Premium	2.0i Limited	2.0i Sport Premium	2.0i Sport Limited
ACTIVE					
Subaru Symmetrical All-Wheel Drive (AWD)	•	•	•	•	•
SUBARU BOXER® engine	•	•	•	•	•
4-wheel antilock brakes (ABS) with Electronic Brake-force Distribution (EBD)	•	•	•	•	•
Brake Assist	•	•	•	•	•
Vehicle Dynamics Control (VDC)	•	•	•	•	•
Traction Control System (TCS)	•	•	•	•	•
Tire Pressure Monitoring System (TPMS)	•	•	•	•	•
Daytime Running Lights (DRL)	•	•	•	•	•
PASSIVE					
Dual-stage deployment driver and front-passenger front airbags (SRS) ⁴	•	•	•	•	•
Subaru advanced frontal airbag system (SRS) ⁴	•	•	•	•	•
Side-curtain airbags protecting front and rear outboard occupants (SRS) ⁴	•	•	•	•	•
Seat-mounted front side-impact airbags (SRS) ⁴	•	•	•	•	•
Driver's side knee airbag (SRS) ⁴	•	•	•	•	•
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 rear seatbelts at all seating positions.	•	•	•	•	•
LATCH system: Lower Anchors and Tethers for Children	•	•	•	•	•
OPTIONAL EQUIPMENT					
Lineartronic® CVT (Continuously Variable Transmission)	0	0	•	0	•
Power tilt/sliding-glass moonroof		O ⁵	0	-	0
Navigation System: Voice-activated 6.1-inch high-resolution touch-screen GPS navigation system and 6-speaker single-CD audio system with USB/iPod® control, HD Radio™ with iTunes® tagging, SMS text messaging capability, XM® Satellite Radio® and XM® NavTraffic®, Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack	-	O ⁵	o ⁷	-	o ⁷
Alloy Wheel Package: 17-inch alloy wheels, single exhaust outlet with stainless tip (4-door), leather-wrapped steering wheel and shifter handle	-	O ⁸	-	-	-
All-Weather Package: Windshield wiper de-icer, heated side mirrors and heated front seats	-	0	•	•	•

● Standard O Optional - Not equipped □ Available dealer-installed accessory

1 2012 Subaru Impreza 2.0 and Forester, Outback, Legacy 2.5 non-turbo 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 mile emission warranty. Oregon, Pennsylvania and Washington vehicles are not covered under PZEV emissions control warranty. See your warranty maintenance booklet for additional information. 2 2012 EPA fuel economy estimates. Actual mileage may vary. 3 Included in Alloy Wheel Package. See Optional Equipment listing above. 4 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. 5 Requires optional All-Weather and Alloy Wheel Packages. 6 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your dealer. 7 Requires optional moonroof. 8 Requires optional moonroof and All-Weather Package.

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Which wheels?







2.0i Premium 2.0i Limited and Alloy Wheel Package

2.0i Sport Premium and 2.0i Sport Limited

Paint

Make your Impreza truly yours.



All-weather Floor Mats

Custom-fitted heavy gauge floor mats help protect the vehicle carpet from sand, dirt and

Not intended for use over top of carpeted Floor mats.



Trunk Spoiler

Enhances the performance look of the 4-door Impreza. Features an integrated L.E.D. brake light and comes pre-painted to match your Impreza.



Remote Engine Starter

Allows vehicle to start from the convenience of home or the office (up to 400 feet away depending on obstructions) so that the vehicle interior temperature is more comfortable. Remote confirms when vehicle engine has been started.



Body Side Moldings

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



Sport Mesh Grille

Bold metal mesh design that adds an aggressive look to the Impreza. Grille comes pre-painted and ready to install.



Fog Lamp Kit

Casts a low and wide beam of light to enhance vision in inclement weather. Kit includes chrome



Front Underspoiler

Two-piece design integrates into the front end to help create a unique, custom appearance. The Front Underspoilers are pre-painted and easily installed onto the front end of all Impreza models.



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

Requires Crossbar Kit. Consult vehicle owner's manual for total



Rear Seatback Protector

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



Side Window Visors

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. Includes a compass and three HomeLink buttons programmable for most garage door openers and other HomeLink-compatible devices.

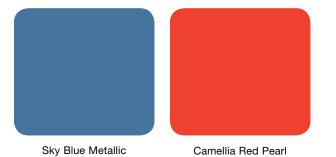


Rear Cargo Tray

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



Satin White Pearl Ice Silver Metallic

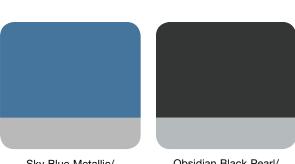




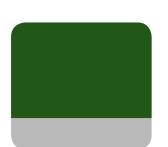
Deep Cherry Pearl Marine Blue Pearl



Dark Gray Metallic Obsidian Black Pearl

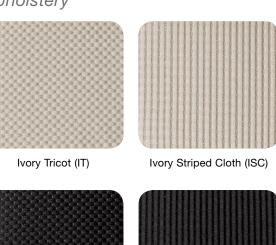


Obsidian Black Pearl/ Sky Blue Metallic/ Ice Silver Metallic Dark Gray Metallic



Sage Green Metallic/ Ice Silver Metallic

Upholstery







Black Leather (BL) Ivory Leather (IL)

Color Combinations	2.0i-2.0i PREMIUM	2.0i LIMITED	2.0i SPORT PREMIUM	2.0i SPORT LIMITED
Satin White Pearl	IT	IL	ISC	IL
Ice Silver Metallic	ВТ	BL	BSC	BL
Sky Blue Metallic	IT	IL	-	_
Camellia Red Pearl	ВТ	BL	BSC	BL
Deep Cherry Pearl	IT	IL	-	-
Marine Blue Pearl	ВТ	BL	BSC	BL
Dark Gray Metallic	ВТ	BL	BSC	BL
Obsidian Black Pearl	IT	IL	ISC	IL
Sky Blue Metallic/Ice Silver Metallic	_	_	ISC	IL
Obsidian Black Pearl/Dark Gray Metallic	-	_	BSC	BL
Sage Green Metallic/Ice Silver Metallic	: -	_	ISC	IL

⁻ Not available



