

SUBARU
Impreza

2001





All Weather Driving Performance

Subaru vehicles offer **superior control** and balance for optimum **safety and comfort** in all driving conditions. We call this **Active Driving, Active Safety**, and it's what makes Subaru drivers **confident drivers**. This principle is what defines Impreza, the Subaru with the **World Rally Championship heritage**.

Go Anywhere Lifestyle.

That's **Impreza**.

UNLIMITED
Potential

2001



IMPREZA 2.5 RS SEDAN SHOWN IN BLUE RIDGE PEARL

The **Subaru All-Wheel Driving System** is what gives Subaru vehicles their unique edge over the competition. It sets the Impreza a step above others in its class in performance, handling and safety because it's on the job all the time, **rain or shine**. The Subaru All-Wheel Driving System is an integration of three components working in harmony: full-time All-Wheel Drive (AWD), a responsive boxer engine and an optimally tuned 4-wheel independent suspension. Unlike other vehicles that offer partial AWD or 4-wheel drive to improve traction, the Impreza has **full-time AWD** which responds automatically to the road's surface. Power is transferred from the wheels that slip to the **wheels that grip**, regardless of the situation. The second element of the system is the horizontally opposed boxer engine. Its symmetrical layout and lower center of gravity help to reduce body roll, improve **vehicle stability** and minimize vibration and noise. The final element of the Subaru All-Wheel Driving System is the long-travel, low-friction 4-wheel independent suspension. This design combines **optimal geometry** with a high level of lateral rigidity to give each wheel firm, responsive contact with the driving surface for a smooth, more stable ride. The Subaru All-Wheel Driving System provides a level of vehicle performance that puts the Impreza in a class by itself.



When accelerating, the vehicle's weight shifts rearward, reducing the traction of the front wheels. In response, Subaru AWD directs power to the rear wheels where there is more traction.



When braking, the vehicle's weight shifts toward the front, reducing rear-wheel traction. Subaru AWD responds by sending power to the front wheels for better steering control and braking performance.



Going into a corner, rear-wheel drive cars tend to oversteer. The rear wheels can break loose, sending the car into a spin. Subaru AWD tracks smoothly through the curve, entering with the right amount of power to the front wheels.



ALL-WHEEL DRIVE All the Time

Any Road
Any Weather



IMPREZA L COUPE SHOWN IN SEDONA RED PEARL



Coming out of a corner, a front-wheel drive car tends to understeer, or plow toward the outside of a curve when accelerating. With AWD, the Subaru Impreza exits a curve with the right amount of power to the rear wheels.



When going uphill, power shifts rearward from the wheels that slip to the wheels that grip.



When going downhill, power shifts forward from the wheels that slip to the wheels that grip.

“While there are a number of ways to lay out an **all-wheel-drive system**, Subaru’s is one of the **most elegant.**”

— *Road and Track*, Special Edition, 1999

BROADEN YOUR
Horizons

Impreza L



IMPREZA L SEDAN SHOWN IN ASPEN WHITE

“We’re not sure which we like more—the **simple effectiveness** of Subaru’s all-wheel drive powertrain or the **ease** with which this car **tackles uneven ground.**”

— *Sport Compact Car*, April 2000



Subaru supports the Ladies Professional Golf Association (LPGA) by sponsoring professional golfers like Juli Inkster and Meg Mallon. Juli Inkster, pictured here, was named 1999 LPGA Player of the Year by the Golf Writers Association and just recently inducted into the Hall of Fame.



Get ready to change your perception of what a sedan or coupe is supposed to be. Not only is the Subaru Impreza L surprisingly nimble and fun to drive, it is also **pleasantly affordable**. In fact, it happens to be the least expensive AWD passenger car available in America*.

Whether it's the Coupe or the Sedan, **spirited performance** adds excitement to long straightaways while assured handling tames critical corners. And the **crisp, precise shifting** of the optional 4-speed

electronically controlled automatic transmission lets you negotiate traffic and take steep grades with confidence. When you begin opting for the long way home, you'll realize the Impreza L has taken hold. And with



The 2.2-liter SOHC horizontally opposed engine with its impressive 142 horsepower and 149 lb.-ft. of torque makes the Impreza driving experience thoroughly enjoyable. The engine is made of durable aluminum alloy, and its horizontally opposed layout helps reduce vibration.



Enjoy clear sounds from the AM/FM stereo cassette, just one of many standard features found in all Subaru Impreza models. An optional CD player is also available on Impreza L models.

standard amenities such as air conditioning and **power mirrors, windows and door locks**, this impression will definitely be a lasting one.

* Comparisons based on MSRP.

One of the key reasons you're considering a wagon is because you probably have a lot of things you'd like to pack into one. And the Subaru Impreza L Sport Wagon will certainly



When it's time to play, take along all your gear in the roomy rear cargo area of the Impreza L Sport Wagon.

accommodate your gear with a maximum of **62.1 cubic feet of cargo space** with the rear seats down. So start packing. But count on having fun, even when you're not heading out of bounds. The **sporty handling and control** of the Subaru All-Wheel Driving System sets the Impreza L Sport Wagon apart from other wagons and makes it the perfect run-about-town vehicle. And its **stylish good looks** and clean lines give it a night-on-the-town demeanor as well. When the time comes to gather up the equipment, there's plenty of room. The Sport Wagon's rear cargo area height offers **easy loading**, and the 60/40 split fold-down rear seatback allows you to stow longer items perfectly. A cargo area cover that keeps all your gear safely under wraps and a rear window wiper/washer are other convenient



There are plenty of conveniences throughout the Impreza L Sport Wagon, including handy grocery bag hooks.

standard features. The adaptable Subaru Impreza L Sport Wagon is **ready for anything**, on any road, any time.



A FRESH NEW WAY
to Explore

Impreza Wagon



IMPREZA L SPORT WAGON SHOWN IN ACADIA GREEN METALLIC

“Impreza’s **long-travel suspension** helps keep the tires in contact with a variety of road surfaces, ensuring both **responsive handling and comfortable ride quality.**”

DISCOVER THE THRILL

Impreza 2.5 RS



IMPREZA 2.5 RS COUPE SHOWN IN BLACK DIAMOND PEARL

"The **bottom line** is that while other vehicles are spinning out, or getting stuck in the snow and mush, **the Impreza RS keeps moving with confidence.**"

—*Washington Post*, February 2000



The power sunroof with tilt-up and retract ventilation features lets you enjoy a little fresh air along the way.



When you have a **passion for driving**, you need a car that's as ready to tackle the highway as you are. Look no further than the Impreza 2.5 RS Coupe and Sedan. Two doors or four, these vehicles allow you to feel the Rally spirit with a muscular **165**



Sporty styling includes reclining front bucket seats, exclusive red interior stitching, carbon fiber patterned trim and distinctive 2.5 RS embroidered floor mats.

horsepower 2.5-liter horizontally opposed engine and a sport-tuned suspension that provides **satisfying road feel**. Both include 16-inch aluminum-alloy wheels, a hood scoop, rear spoiler, **aerodynamic ground effects** and

a sport tailpipe. The feeling continues inside with a leather-wrapped steering wheel and shifter handle, white-faced instrument panel gauges and carbon fiber patterned trim. Additional standard features include a 4-channel/4-sensor anti-lock braking system (ABS), cruise control and AM/FM stereo cassette with single-disc CD player. The Impreza 2.5 RS Coupe and Sedan generate road excitement that equals **pure driving satisfaction**.

Each year the world's top rally-prepared vehicles compete in the World Rally Championship (WRC). Last year the Subaru Impreza Rally Car won five WRC competitions, more than any other manufacturer.





IMPREZA L SEDAN INTERIOR SHOWN IN BEIGE

“Inside, **Subaru put the money where it counts.** The seats are not expensive items, but they have ample **lateral bolstering** for the ribs and thighs, and the seat bottom extends far enough forward to provide **adequate support for the hamstrings.**”

— *www.virtualroadtest.com*, January 2000



Impreza

Spacious Comfort Throughout



The Impreza offers a multitude of handy features, many of them standard, including power door locks and power windows with driver's one-touch auto-down feature.

Slip inside the comfortable interior of the Subaru Impreza. Well thought out amenities create a relaxing atmosphere that's easy to enjoy. You'll experience reduced fatigue and good visibility from properly

contoured front bucket seats and rear seats. It's a complete package of pleasing road qualities and a quiet, well-appointed interior that makes Impreza high in overall satisfaction. You'll delight in standard features like air conditioning and a tilt-adjustable steering column, as well as nooks and crannies like a center console storage box, front door pockets and lockable glove box. This vehicle offers features that help you organize your things, that help make your Impreza truly your own. So when you're out taking care of business and can't be at home, it's nice to know there is a place that offers that same feeling of secure comfort.



The Subaru Impreza is equipped with a 5-speed manual transmission with overdrive that offers smooth, precise shifting.



Stow maps and other items in the handy storage compartment located for easy access in the center area of the dashboard.



“The **steering** gives **sharp, direct turn-in**, and **cornering grip is tremendous** on any surface.”

— *Automobile*, February 2000



A dash-mounted retractable cup holder keeps your drink close at hand.



To ensure comfort and safety, easy-to-use height-adjustable three-point front seatbelts are standard on all Sedan and Sport Wagon models.

windshield wiper controls are conveniently located right on the steering column. A nice standard feature, this tilt-adjustable steering column gives the driver a perfect fit for comfort behind the wheel. And an easy-to-read tachometer, engine coolant temperature gauge, digital trip odometer and clock are well lit and in full view. Front passengers enjoy the simple pleasure of a handy visor vanity mirror. And everyone benefits from the smooth, clear sound of the AM/FM stereo cassette. Hitting the highway with the



Impreza

Impressive Design

The multitude of quality features on hand in the cockpit area of the Subaru Impreza are organized for easy use. Just a driver's short reach away are knobs, dials and switches that are clearly marked

to make sense. Intermittent

windshield wiper controls are conveniently located

right on the steering column. A nice standard feature, this tilt-adjustable steering column gives the driver a perfect fit

for comfort behind the wheel. And an easy-to-read tachometer, engine coolant temperature gauge, digital trip odometer and clock are well lit and in full view. Front passengers enjoy the simple pleasure of a handy visor vanity mirror. And everyone benefits from the smooth, clear sound of the AM/FM stereo cassette. Hitting the highway with the

support of such a well thought out interior contributes to the exhilarating Subaru Impreza driving experience.



Dual power mirrors fold in for protection in tight parking spaces.

Built inside each door is a steel side-impact door beam to help protect occupants in certain types of collisions.

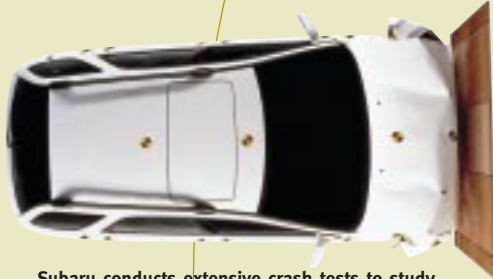


Subaru engineers design the efficient safety systems in the Impreza to match the ability of its commanding performance. In fact, in many cases the two work hand in hand. Take the incredible road handling provided by the **Subaru All-Wheel Driving System**.

The added control this system offers contributes greatly to **Active Safety** in emergency situations. In addition, the 4-channel/4-sensor anti-lock braking system (ABS) in the

Impreza 2.5 RS models further

enhances safety performance. Inside, a well-planned **structural system** offers **Passive Safety** that includes front and rear crumple zones. Added peace of mind comes from dual front air bags,* three-point outboard rear seatbelts with rear center lap belt and child safety rear door locks. **Protected and assured**— at Subaru we feel that's the only way to truly enjoy a great ride.



Subaru conducts extensive crash tests to study how vehicles perform under extreme conditions.

The Impreza offers a solid structure, including front and rear crumple zones that help protect the well-being of its passengers.



* Seatbelts must be worn at all times. Children should always be properly restrained in the rear seat.



THE CONFIDENCE of Control

Impreza



IMPREZA 2.5 RS SEDAN SHOWN IN SEDONA RED PEARL

"From the company that brought the rest of the world **smokin' rally cars** comes the **2.5 RS sedan**. The **steering is quick**, the **seats are nicely bolstered** and **turn-in response is excellent.**"

Accessories

Impreza



15" alloy wheel-brushed aluminum



15" alloy wheel-painted

Subaru Impreza was designed for the ultimate in driving pleasure. A comfortable, smooth ride is made all the more enjoyable with the substantial list of convenient standard features. But because you'll settle for nothing less than exactly what you want, we offer a few extras to make your Impreza uniquely your own.



Armrest extension. Out-of-sight storage for your phone plus added comfort on long trips.



Gauge pack. Displays compass, outside temperature and barometer or altimeter readings.



Roof rack. Designed specifically for the Impreza Sport Wagon, with durable wear-resistant finish.



Floor covers. Custom-fitted, heavy-duty, color-coordinated nylon carpet.



Ski attachment. Holds up to six pairs of skis or 4 pairs of skis and poles. May be used to carry snowboards or fishing rods.



Bike attachment. Transports two bikes in secure fashion.



Cargo bin. Heavy-duty, lift-out, plastic storage bin helps hold items in place.*



Roof cargo basket. Versatile cargo carrying capacity.



Air filtration system. Helps reduce dust and pollen infiltration within the vehicle cabin area.



Rear spoiler (sedan). Deck spoiler with integrated brake light.



Rear spoiler (Sport Wagon). Lends a distinct look of performance.



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



Dog guard/compartiment divider. Separates pets and cargo from passenger area.*

*Not for use with child safety seats requiring tether straps.



CD player. Plays standard 5" and 3" single CDs without adapter.

Premium sound system. Sub-woofer/amplifier mounted under driver's seat increases power of the standard system by 80 watts to deliver superior bass sound reproduction. Speaker kit includes up to four upgraded speakers for crisp sound with minimal distortion, plus two separate tweeter speakers to help enhance high-frequency audio.



Remote keyless entry. Includes two remotes. Works up to 30 feet away.



Sub-woofer/amplifier. Delivers super bass sound you not only hear but feel.



Front-end cover (hood). Helps protect the front of your Impreza hood from stone chips.



Hood deflector. Durable acrylic plastic and wraparound design helps protect your Impreza hood from stone chips.



Security system upgrade kit. Upgrade the remote keyless entry with the addition of a security system.



Front-end cover (full). Helps protect the front of your Impreza from stone chips. Covers are custom-fitted, tough, weather-resistant vinyl.



Sunroof air deflector. Helps reduce wind noise and cuts sun glare.



Rear bumper corner molding. Helps protect rear bumper from scratches and dings.



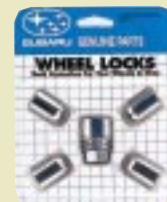
Rear differential protector. Helps protect rear differential from rocks and logs.



Cargo net. Helps secure items during transport in the sedan, coupe or Sport Wagon.



Car cover. Helps protect the exterior of your Impreza.



Wheel locks. Protect your investment in alloy wheels and tires.



Splash guards. Helps protect paint finish. Durable black vinyl. Set of four.



Rear cargo mat (PVC). Tough, durable mat helps protect cargo area of Sport Wagon.



Engine block heater. 400-watt, 115-volt heater.



Battery warmer. For easier cold-weather starting.

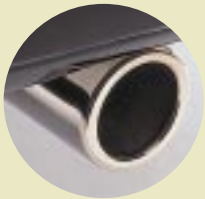


Fog lights. Enhance vision at night or in inclement weather.

Accessories

Impreza

Subaru Impreza was designed for the ultimate in driving pleasure. To get the most from your pleasure, Subaru has created a line of performance accessories to give you the maximum driving experience.



Performance muffler and intermediate pipe kit. Enhances vehicle performance, exhaust note and appearance. For 2.5 RS.



Carbon fiber-patterned trim kit. For center dash vents, radio bezel and gearshift surround.



Titanium shift knob. Machined titanium 5-speed shift knob with STi logo.



Carbon fiber shift knob and parking brake handle. Shift knob for 5-speed only.



Subaru Performance Tuning decals. Set of four. Available in silver for darker colored vehicles or solid blue for lighter colored vehicles.



Strut tower brace-steel. Provides additional stiffness to the upper suspension area. Reduces strut deflection to promote quicker steering response.



Short-throw shifter. Significantly reduces shift throw lengths for crisper shifts and sportier driving.



Leather seats. Rich perforated leather-seating areas. With 2.5 RS logo.



Performance gauge pack. Displays engine manifold vacuum, voltage and oil temperature.



Strut tower brace-carbon fiber. Carbon fiber and high-strength aluminum construction effectively distributes stress loads via three bolt strut-top mounts.

Specifications

ENGINE

	<i>L</i>	<i>2.5 RS</i>
Type	Horizontally opposed 4-cylinder with die-cast aluminum-alloy block and aluminum-alloy cylinder heads	
Displacement	2.2 liters (135 cubic inches)	2.5 liters (150 cubic inches)
Horsepower	142 @ 5600 rpm	165 @ 5600 rpm
Torque (lb.-ft.)	149 @ 3600 rpm	166 @ 4000 rpm
Valvetrain	16-valve with single overhead camshaft design (SOHC)	
Fuel System	Sequential multi-port fuel injection with dual spray injectors	
Ignition System	Low-maintenance distributorless electronic	
Engine Management	ECM Engine Control Module manages fuel injection and ignition systems and features learning, self-diagnosis, limp-home and anti-knock capabilities.	
Fuel Tank Capacity	15.9 gallons	
2001 EPA Mileage Estimates (mpg, city/highway)	23/29 (manual transmission) 23/29 (automatic transmission)	21/28 (manual transmission) 23/28 (automatic transmission)

DRIVETRAIN

Manual Transmission	5-speed manual with overdrive
Automatic Transmission	4-speed electronically controlled automatic with overdrive This transmission has an automatic power mode which engages with rapid use of the accelerator pedal.
All-Wheel Drive (AWD)	Full-time AWD system automatically distributes power between front and rear wheels based on traction needs. Manual transmission models have a viscous-coupling locking center differential. Automatic transmission models have an electronically managed continuously variable transfer clutch. 2.5 RS models have a viscous limited-slip rear differential.

CHASSIS

Body Construction	Unibody with front and rear crumple zones 78% of body sheet metal is two-sided galvanized.
Suspension	Fully independent, with coil springs and struts Front: lower L-arms with liquid-filled rear bushings and stabilizer bar Rear: parallel links and stabilizer bar 2.5 RS models have sport-tuned suspension.
Brakes	Power-assisted with dual diagonal hydraulic circuits L: Front: 10.1-inch ventilated discs; Rear: 9-inch drums 2.5 RS: 4-channel/4-sensor anti-lock braking system (ABS) Front: 10.7-inch ventilated discs with twin-piston calipers Rear: 10.3-inch discs
Steering	Rack-and-pinion with engine-speed-sensing variable power assist
Turning Circle, curb-to-curb	33.5 feet
Wheels	L: 15-inch steel with full covers 2.5 RS: 16-inch aluminum-alloy
Tires	L: 195/60R15 87H all-season radials 2.5 RS: 205/55R16 89V all-season radials

DIMENSIONS (inches unless otherwise noted)

	<i>Coupe</i>	<i>Sedan</i>	<i>Sport Wagon</i>
Wheelbase/Length	99.2/172.2	99.2/172.2	99.2/172.2
Width/Height	67.1/55.5	67.1/55.5	67.1/55.5
Track: front/rear	57.5/57.1 (L) 57.9/57.1 (2.5 RS)	57.5/57.1 (L) 57.9/57.1 (2.5 RS)	57.5/57.1
Headroom: front/rear	39.2/36.7 (L) 38.0/36.7 (2.5 RS)	39.2/36.7 (L) 38.0/36.7 (2.5 RS)	39.2/37.4
Legroom: front/rear	43.1/32.5	43.1/32.5	43.1/32.4
Shoulder room: front/rear	52.6/52.2	52.6/51.8	52.6/51.8
Curb Weight (pounds)			
Manual Transmission	2730 (L) 2820 (2.5 RS)	2735 (L) 2825 (2.5 RS)	2835
Automatic Transmission	2800 (L) 2870 (2.5 RS)	2805 (L) 2875 (2.5 RS)	2880
EPA Interior Volume (cubic feet)	84.4	84.4	85.1
EPA Cargo Volume (cubic feet)	11.1	11.1	25.5 (rear seat up) 62.1 (rear seat down – SAE)

Features

MECHANICAL FEATURES

	<i>L</i>	<i>2.5 RS</i>
2.2-liter SOHC horizontally opposed 4-cylinder engine	S	–
2.5-liter SOHC horizontally opposed 4-cylinder engine	–	S
5-speed manual transmission with overdrive (5MT)	S	S
4-speed electronically controlled automatic transmission (4EAT)	O	O
Fully independent suspension with front and rear stabilizer bars	S	S
Sport-tuned suspension	–	S

S = Standard / O = Optional / – = Not Available

Features (continued)

SAFETY FEATURES

	<i>L</i>	<i>2.5 RS</i>
Meets all federal passenger car safety standards	S	S
All-Wheel Drive (AWD)	S	S
Viscous limited-slip rear differential	–	S
4-channel/4-sensor anti-lock braking system (ABS)	–	S
Dual front air bags (SRS)*	S	S
3-point front seatbelts	S	S
Height-adjustable front seatbelt anchors (Sedan and Sport Wagon only)	S	S
3-point rear outboard seatbelts and rear center lap belt	S	S
3 rear seat child safety seat anchors	S	S
Energy-absorbing front and rear crumple zones	S	S
Side-impact door beams	S	S
Child safety rear door locks (Sedan and Sport Wagon)	S	S

INTERIOR FEATURES

Reclining front bucket seats with height-adjustable head restraints	S	–
Sport-style reclining front bucket seats with height-adjustable head restraints	–	S
Front seat walk-in device (Coupe)	S	S
Bench-type rear seat with 60/40 split fold-down seatback (Sport Wagon)	S	–
Tilt-adjustable steering column	S	S
Center console storage box, covered dash storage compartment, front door pockets and locking glove box	S	S
Front-passenger visor vanity mirror	S	S
Power door locks	S	S
Power windows with driver's one-touch auto-down feature	S	S
2 cup holders: retractable front and center console	S	S
Air conditioning with 4-speed fan	S	S
Rear seat heater ducts	S	S
Tachometer, engine coolant temperature gauge, low-fuel light and trip odometer	S	S
80-watt AM/FM stereo cassette sound system with 4 speakers	S	S
Single-disc CD player	O	S
Cargo area cover (Sport Wagon)	S	–
Leather-wrapped steering wheel and shift knob with red stitching	–	S
Carbon fiber patterned trim	–	S
2.5 RS embroidered signature floor mats	–	S
Dual map lights	–	S
Power sunroof with tilt-up and retract ventilation features	–	S
Cruise control	–	S
White-faced gauges	–	S

EXTERIOR FEATURES

	<i>L</i>	<i>2.5 RS</i>
15-inch steel wheels with full covers	S	–
16-inch aluminum-alloy wheels	–	S
Intermittent windshield wipers	S	S
Rear window wiper/washer (Sport Wagon)	S	–
Rear window defogger with timer	S	S
Large diameter multi-reflector fog lights	–	S
Dual power fold-away mirrors	S	S
Rear spoiler (Coupe)	S	–
Body-color door handles, mirrors and body side moldings	–	S
Hood scoop, 2.5 RS rear spoiler, aerodynamic ground effects	–	S

Warranties[†]

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

Notes

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

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

Specifications in this brochure are based on the latest product information available at the time of publication. 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. Colors shown may vary due to reproduction and printing processes. For more information, contact your Subaru dealer. Subaru, Impreza and The Beauty of All-Wheel Drive. are registered trademarks.

S = Standard / O = Optional / – = Not Available

COLORES

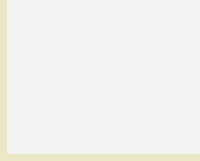
Exterior



Blue Ridge Pearl



Sedona Red Pearl



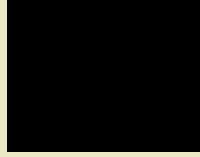
Aspen White



Acadia Green Metallic



Silverthorn Metallic



Black Diamond Pearl

Interior

IMPREZA L

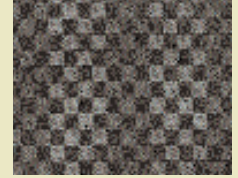


Beige multicolor knit



Gray multicolor knit

IMPREZA 2.5 RS



Gray flat woven cloth

Exterior

COLORES

IMPREZA L

IMPREZA 2.5 RS

Blue Ridge Pearl	2	3
Sedona Red Pearl	2	3
Aspen White	1	3
Acadia Green Metallic	1	–
Silverthorn Metallic	2	3
Black Diamond Pearl	–	3

Interior

- 1 Beige multicolor knit
- 2 Gray multicolor knit
- 3 Gray flat woven cloth



In support of the U.S. economy, over half the Subaru vehicles sold in the United States are assembled at our Subaru-Isuzu Automotive (SIA) plant in Lafayette, Indiana.



Back when other vehicles could only imagine what existed beyond highway's end, Subaru was on and off roads all over the United States with our unique All-Wheel Drive (AWD) passenger vehicles. From western gorges to the rivers of the east, Subaru pioneered All-Wheel Drive and along the way collected a faithful following of drivers who counted on the control and confidence it inspired. And our 30-year history of supporting outdoor-related causes, events and sports relationships has also been important to Subaru drivers. By symbolizing **the fun and freedom that Subaru vehicles offer**, these associations allow us to provide added benefits of ownership that enhance Subaru drivers' lifestyles. They can also feel good about being connected to a company that supports respected nonprofit groups related to causes important to them. Our **loyal customers** stay with the Subaru family because of an honest understanding of what it offers: **freedom to go where they want, when they want.** And of course, the confidence to enjoy every mile of the adventure. Learn about these relationships and more by visiting us on the Web at www.subaru.com.

Subaru is proud to be associated with the American Canoe Association, the National Ski Patrol and Professional Ski Instructors of America, the Cross Country Ski Areas Association, the American Association of Snowboard Instructors, as well as the International Mountain Bicycling Association, the Masters Rowing Association, Specialized® Bicycle Components, the Dagger Canoe and Kayak Company, the Ladies Professional Golf Association, Leave No Trace and the Panoz Performance Driving School.

Subaru supports the U.S. Forest Service's "Tread Lightly!" organization and urges you to go easy on the environment when you go off-highway.



Impreza

Highly
Accclaimed



1999 *Financial Times*
Global Automotive Awards,
Most Improved Car Company

As Subaru maintains its ongoing commitment to engineer safer, more comfortable, driver-friendly vehicles, people continue to take notice. In fact, Subaru has been judged and found worthy of several meritorious achievements, not the least of which was being christened the “Most Improved Car Company” in the world at the 1999 Global Automotive Awards* Subaru was selected over nominees that included Porsche and Jaguar. Because of its attention to detail and excellent performance and handling, the Subaru Impreza is turning industry heads. For the third year in a row, the Impreza 2.5 RS was honored with the Eight Great Rides Award by *Sport Compact Car* magazine** A rally-prepped Subaru Impreza beat out tough competitors to win the World Rally Manufacturers’ Championships in three out of the last five years*** For Subaru, the mission has always been clear – provide fun, freedom, adventure, confidence and control.



*World Rally Manufacturers’
Champions* 3 consecutive years



2000 Eight Great Rides Award
Sport Compact Car magazine

* *Financial Times* world business newspaper,
1999 Global Automotive Awards

** *Sport Compact Car* magazine

*** World Rally Manufacturers’ Championship

SUBARU Impreza

2001

Because perfection is more than a word to us, because we are dedicated to offering only the best ride possible, Subaru keeps striving. We've spent over 25 years perfecting the Subaru All-Wheel Driving System — an integral part of every Subaru. That's just one example of our commitment. Our philosophy of undeterred dedication is shared by Subaru drivers. In fact, **95 percent of all Subaru cars sold** in the last 10 years are still on the road*. And Subaru drivers understand that the Beauty of All-Wheel Drive extends beyond the snowy mountain pass and the rain-slicked highway. It means having a **safer, more comfortable ride** under any road condition, every time you get behind the wheel. And we don't think that's too much to ask. Learn more about Subaru on the Web at www.subaru.com or call 1.800.SUBARU-3.



The Beauty of All-Wheel Drive.®

The Subaru Roadside Assistance Program covers all 2001 Subaru vehicles during the first three years or 36,000 miles, whichever comes first. By calling the toll-free number in the Owner's Information Kit, Subaru owners can take advantage of any of the following benefits:

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

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* Based on The Polk Company retail registration statistics as of 7/1/99.