



SUBARU

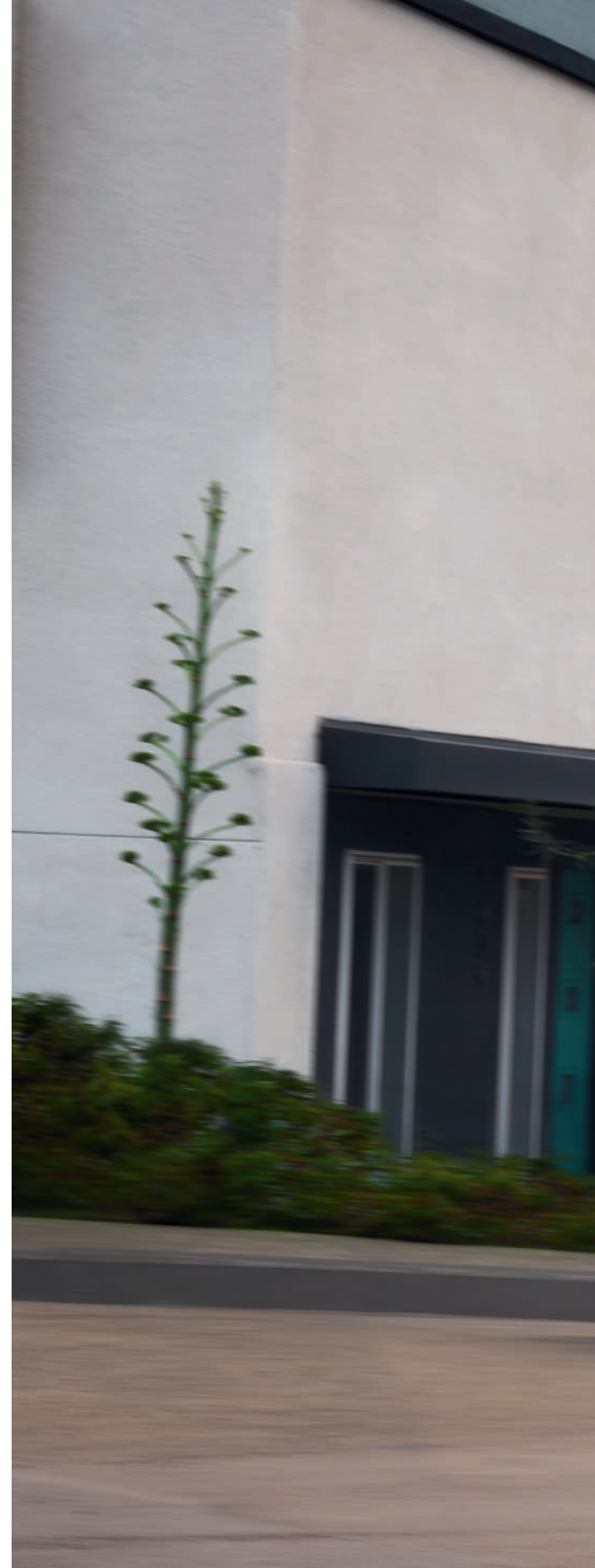


IMPREZA

Sameness averted.

Meet the all-new Subaru Impreza.

Something is different. In the all-new 2024 Impreza, you suddenly realize driving is fun. Maybe it's the smooth, controlled feeling of Subaru Symmetrical All-Wheel Drive. Or the fact that this Impreza is more capable and connected than ever. Maybe it's all of the above. And, for the first time since 2005, the Impreza RS is back. Get ready to play.







**POUR
LA
POOCH**
SINCE 1968

DOGGIE DAYCARE **POUR LA POOCH** GROOMING

POUR LA POOCH
PLAY - GROOM - LOVE

POUR LA POOCH
PLAY - GROOM - LOVE



Agile, versatile and stylish. Just like you.

As enjoyable to drive as it is to behold, the Impreza artfully blends capability, craftsmanship and safety. Every bend, every surface, every styling cue has a reason to exist. The result? A driving experience rooted in both form and function.





**Legroom doesn't have
to be a compromise.**





You need space. We get it.

With its flexible hatchback design, the Impreza offers the maneuverability of a compact exterior and the comfort of a spacious interior. Passengers have room to stretch, and cargo fits with ease, thanks to 60/40 split-folding seats plus underfloor and centre console storage. Providing extra versatility, roof crossbar mounting points are standard along with a textured side sill step for easy roof access. The possibilities are growing.



Power-sliding, Tilt-adjustable Glass Sunroof¹



Crossbar Mounting Points²



10-way Power Driver Seat¹

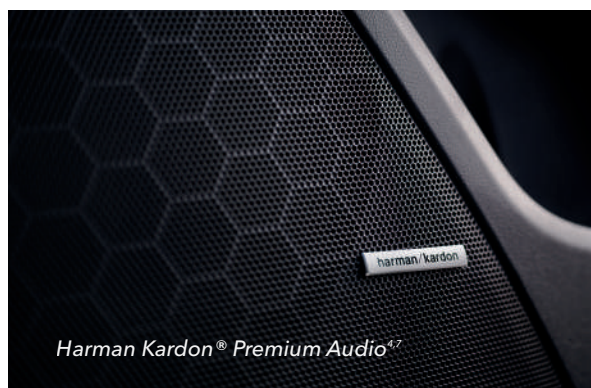


Console Box

¹ RS and Sport-tech trims only. Please see your Subaru dealer for more details. ² Accessory Crossbars shown.

Tech that simplifies, not complicates.

Step in and connect. It's that simple with SUBARU STARLINK® Multimedia, now featuring an available 11.6-inch touchscreen¹ that lets you seamlessly access your music and apps. Apple CarPlay^{®2} and Android™ Auto³ come standard, and available wireless connectivity and a Qi[®] charging pad^{4,5} streamline the process even further. Plus, you have available front and rear USB-A and USB-C charging ports¹ to help keep everyone charged and connected. Other options include Keyless Access with Push-Button Start¹, Remote Engine Start with Climate Control⁶ and a 432-watt-equivalent Harman Kardon^{®4,7} premium audio system featuring 10 speakers that sing with clarity.



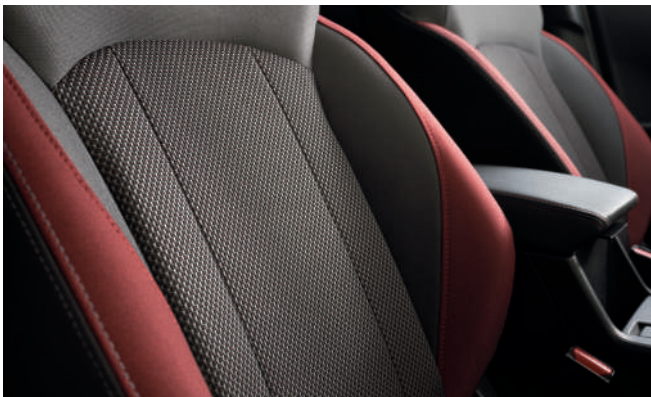
¹ Touring, RS and Sport-tech trims only. Please see your Subaru dealer for more details. ² Apple CarPlay[®] is a registered trademark of Apple Inc.¹ ³ Android™ is a trademark of Google LLC.² ⁴ RS and Sport-tech trims only. Please see your Subaru dealer for more details. ⁵ Qi wireless charging may not be compatible with all mobile devices. When using the wireless charging system, avoid placing metal objects between the wireless charger and the mobile device when charging is active. Doing so may cause metal objects to become hot and could cause burns. ⁶ Available on select trims. Please see your Subaru dealer for more details. ⁷ Harman Kardon[®] is a registered trademark of Harman International Industries, Inc.



Make an entrance just by pulling up.

The all-new Impreza RS.

It's been almost 20 years since the road last saw a brand new Impreza RS. But now, it's been unleashed once again—and with fresh skills. A 182-hp 2.5-litre SUBARU BOXER® engine delivers quickness, while SI-DRIVE® offers two different modes: one for performance and one for efficiency. A sport-tuned suspension and responsive brakes bring precision to each manoeuvre. And its unique styling and alloy wheels with a dark grey finish help make a bold statement. Inside, you'll find exclusive gauges with red-illuminated accents, a leather steering wheel with red stitching and more. Every detail is there to let you know you're not just part of the RS story—you're writing the next chapter.

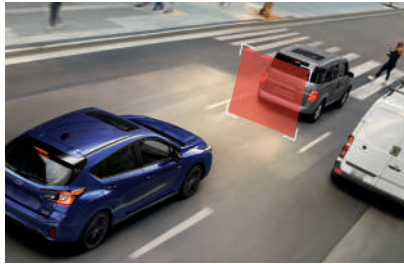




An extra set of eyes every time you drive.

Every Impreza includes the latest Subaru EyeSight® Driver Assist Technology¹, now with an additional wide-angle camera to better detect pedestrians and bicycles, plus an electronic brake booster for improved responsiveness and Automatic Emergency Steering². Equipped with a comprehensive suite of innovative safety features, EyeSight® looks ahead, alerts you to potential dangers and can even intervene to help you avoid a collision.





Pre-Collision Braking¹

A driver ahead unexpectedly hits the brakes or cuts you off. EyeSight® warns you, applies brakes and, at lower speeds, can even help you stop your Subaru.



Advanced Adaptive Cruise Control with Lane Centring Assist¹

Automatically keeps you centred in your lane, at a safe distance behind the car in front of you—even in traffic and around curves.



Lane Departure and Sway Warning with Lane Departure Prevention¹

Can alert you with visual and audible warnings if you drift to the edge of your lane and begin to cross into another. And when activated, Lane Departure Prevention can even help steer you back into your proper course.



Pre-Collision Throttle Management

Can reduce your engine power to help give you more time to react and to help minimize the possible impact force and frontal impact damage.

¹ EyeSight® is a driver assist technology, which may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors such as vehicle maintenance, weather, and road conditions. The Pre-Collision Braking System is designed to provide automatic braking that either prevents a collision or reduces the severity of a frontal impact. Pre-Collision Throttle Management is designed to reduce acceleration and minimize the severity of certain frontal impacts. Lane Centring Assist is designed to assist the driver and are not substitutes for safe and attentive driving. Lane centring function operates only when used in conjunction with Adaptive Cruise Control. The Lane Departure and Sway Warning, and Lane Keep Assist operate only when the lane markings are visible, and its effectiveness depends on many factors. See Owner's Manual for complete details on system operation and limitations. ² Automatic Emergency Steering is a system designed to assist the driver. It is not a substitute for safe and attentive driving. Automatic Emergency Steering works in conjunction with and after Pre-Collision Braking has been activated by providing steering support at speeds of approximately 80 km/h and lower to try and help avoid a collision. Availability varies by trim level. See Owner's Manual for complete details, including important system limitations.

A ride that's on your side.

1 Availability varies by trim level. See your Subaru dealer for details. 2 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 rearview camera when backing up. See Owner's Manual for complete details on system operation and limitations. 3 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. 4 Activation with subscription required.

Enhance safety.

Peace of mind is at the core of the Impreza and its engineering. It's built on the strength of the Subaru Global Platform and comes equipped with advanced systems including standard LED Steering Responsive Headlights with High Beam Assist. For even greater reassurance, opt for available technologies such as Reverse Automatic Braking^{1,2}, a system that can detect objects behind the Impreza and even bring the vehicle to a stop if necessary.



Blind-Spot Detection

Using radar sensors, Blind-Spot Detection^{1,3} warns you with a visual indicator on your side mirror if the system detects a vehicle in your blind spot. Another feature of this system, Lane Change Assist, alerts you with a flashing indicator on your side mirror if it senses a vehicle approaching at a higher speed in a neighbouring lane.



Rear Cross-Traffic Alert

Rear Cross-Traffic Alert^{1,3} uses radar sensors to help warn you of traffic approaching from the side as you are backing up, utilizing a flashing visual indicator on your side mirror and Rearview Camera display as well as an audible warning.



SUBARU STARLINK® Connected Services

The Impreza features next-generation SUBARU STARLINK® Connected Services technology^{1,4}, bringing you added safety, security and convenience. It can alert a first responder in an emergency, help police locate your vehicle if it's stolen and more. And to get you started, new Impreza drivers enjoy a free three-year SUBARU STARLINK® Connected Services subscription, which includes Advanced Automatic Collision Notification, Enhanced Roadside Assistance, SOS Emergency Assistance, and customizable vehicle alerts. It's control when you want it—and help when you need it.

2024 Impreza | Features & Dimensions

18-inch Alloy Wheels¹



Power-sliding, Tilt-adjustable Glass Sunroof¹



Apple CarPlay^{®2}/Android[™] Auto³



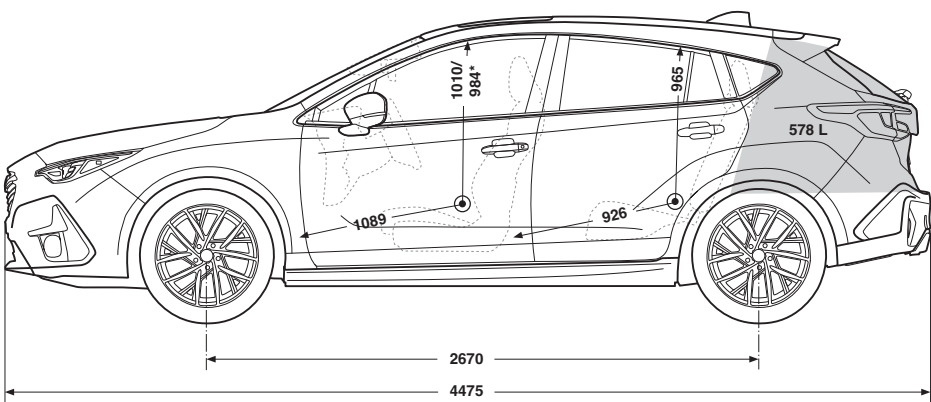
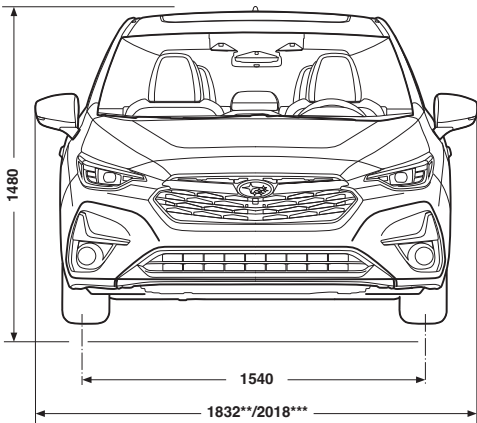
Power Driver Seat¹



Dual-zone Automatic Climate Control



Heated Steering Wheel⁴



Measurements in millimetres unless specified.
* With available sunroof.
** With mirrors folded.
*** Mirrors extended.

For a detailed list of specifications, features, accessories and model comparisons, please visit Subaru.ca or your nearest authorized Subaru Dealer.

1 RS and Sport-tech trims only. 2 Apple CarPlay[®] is a registered trademark of Apple Inc.¹ 3 Android[™] is a trademark of Google LLC¹. 4 Touring, RS and Sport-tech trims only. 5 EyeSight[®] is a driver assist technology, which may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors such as vehicle maintenance, weather, and road conditions. See Owner's Manual for complete details on system operation and limitations. 6 Bluetooth[®] is a registered trademark of Bluetooth SIG, Inc., America. 7 Activation and required monthly subscription sold separately. Includes 3-month free trial subscription. See your Subaru dealer for details. SiriusXM[®] and the SiriusXM logo, channel names and logos are trademarks of Sirius XM Radio Inc. and are used under licence by Sirius XM Canada Inc. Subscriptions to SiriusXM Canada are subject to the SiriusXM Canada Customer Agreement and other terms & conditions. SiriusXM collects, uses and discloses your personal information according to its Privacy Policy. 8 Activation with subscription required. See your Subaru dealer for details. 9 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. 10 Qi wireless charging may not be compatible with all mobile devices. When using the wireless charging system, avoid placing metal objects between the wireless charger and the mobile device when charging is active. Doing so may cause metal objects to become hot and could cause burns. 11 Harman Kardon[®] is a registered trademark of Harman International Industries, Inc. 12 The DriverFocus[®] Distraction Mitigation System is a driver recognition technology designed to alert drivers if their attention to the road wavers or if the driver's face appears to turn away. The driver is always responsible for safe and attentive driving. System effectiveness may be affected by articles of clothing worn on the head or face. See Owner's Manual for complete details on system operation and limitations. 13 The Reverse Automatic Braking System is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as vehicle maintenance, vehicle speed, weather, and road conditions. Always exercise caution and use vehicle mirrors and the Rearview Camera when backing up. See Owner's Manual for complete details on system operation and limitations.

2024 Impreza | Trim Levels



Convenience

- 152-hp 2.0-litre 4-cylinder SUBARU BOXER® engine with direct-injection
- Subaru Symmetrical Full-Time All-Wheel Drive
- Lineartronic® Continuously Variable Transmission (CVT)
- LED Steering Responsive Headlights with High Beam Assist
- 16-inch steel wheels with covers
- Power-adjustable, body-colour exterior mirrors
- Cloth upholstery
- 6-way manually adjustable driver seat. 4-way manually adjustable front-passenger seat
- Dual-mode heated front seats
- Dual-zone automatic climate control with synchronization
- One-touch turn signal
- Information display
- Rearview Camera
- EyeSight® Driver Assist Technology⁵
- Dual 7-inch infotainment system with high-resolution touchscreen display, AM/FM/MP3/WMA audio system with Apple CarPlay®² and Android™ Auto³ functionality, USB-A input port, auxiliary audio input, steering wheel-integrated controls, Bluetooth®⁶ mobile phone connectivity with voice activation and Bluetooth®⁶ streaming audio, and SiriusXM® capability⁷



RS

Includes Touring key features and adds/upgrades:

- 182-hp 2.5-litre 4-cylinder SUBARU BOXER® engine with direct-injection
- 18-inch aluminum-alloy wheels with dark grey finish
- High-grade auto-on/off LED Steering Responsive Headlights with High Beam Assist
- Black exterior mirrors, side sill spoiler, fog light trim and rear spoiler
- RS badges
- Power-tilting and -sliding glass sunroof
- RS cloth upholstery
- 10-way power driver seat
- Aluminum-alloy pedal covers
- Qi® charging pad¹⁰
- 10-speaker, Harman Kardon® premium audio system with 432-watt-equivalent amplifier¹¹
- Cargo tonneau cover



Touring

Includes Convenience key features and adds/upgrades

- 17-inch aluminum-alloy wheels with gloss black finish
- SI-DRIVE®
- Proximity Key with Push-button Start
- Exterior mirrors with LED turn signal
- LED fog lights
- Leather-wrapped steering wheel
- Heated steering wheel
- Windshield wiper de-icer
- Rear-seat centre armrest with cupholders
- SiriusXM® capability⁷ with Advanced Audio features
- 11.6-inch tablet-style infotainment system with high-resolution touchscreen display, AM/FM/MP3/WMA audio system with wireless Apple CarPlay®² and Android™ Auto³ functionality, USB-A and USB-C input ports, auxiliary audio input, steering wheel-integrated controls, Bluetooth®⁶ mobile phone connectivity with voice activation and Bluetooth®⁶ streaming audio, and SiriusXM® capability⁷
- SUBARU STARLINK® Connected Services⁸ (free 3-year trial subscription included)
- 6 speakers
- USB-A and USB-C rear seat charge ports
- Subaru Rear/Side Vehicle Detection (SRVD) with Blind-Spot Detection (BSD) with Lane Change Assist (LCA) and Rear Cross-Traffic Alert (RCTA)⁹



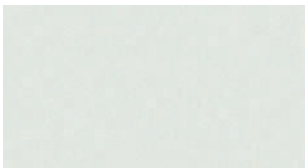
Sport-tech

Includes Touring key features and adds/upgrades:

- 182-hp 2.5-litre 4-cylinder SUBARU BOXER® engine with direct-injection
- 18-inch aluminum-alloy wheels with dark grey and machine finish
- Power-tilting and -sliding glass sunroof
- Leather-trimmed upholstery
- Aluminum-alloy pedal covers
- DriverFocus® Distraction Mitigation System¹²
- Reverse Automatic Braking¹³
- 10-speaker, Harman Kardon® premium audio system with 432-watt-equivalent amplifier¹¹
- Qi® charging pad¹⁰
- Cargo tonneau cover
- 11.6-inch tablet-style infotainment system with high-resolution touchscreen display, GPS navigation, AM/FM/MP3/WMA audio system with wireless Apple CarPlay®² and Android™ Auto³ functionality, USB-A and USB-C input ports, auxiliary audio input, steering wheel-integrated controls, Bluetooth®⁶ mobile phone connectivity with voice activation and Bluetooth®⁶ streaming audio, and SiriusXM® capability⁷

2024 Impreza | Colours

Exterior Colours



Crystal White Pearl



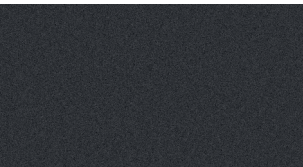
Pure Red



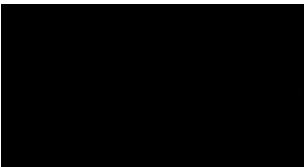
Oasis Blue



Sapphire Blue Pearl

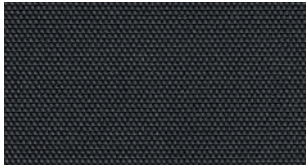


Magnetite Grey Metallic



Crystal Black Silica

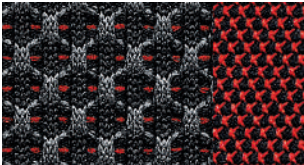
Seat Material



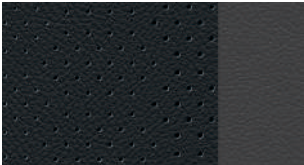
Black Cloth (BC)



Premium Black Cloth (PBCT)



Premium Black Cloth (PBCR)



Black Leather (BL)

Colour Combinations	Convenience	Touring	RS	Sport-tech
Crystal White Pearl	BC	PBCT	PBCR	BL
Pure Red	–	–	PBCR	BL
Oasis Blue	–	–	PBCR	BL
Sapphire Blue Pearl	BC	PBCT	PBCR	BL
Magnetite Grey Metallic	BC	PBCT	PBCR	BL
Crystal Black Silica	BC	PBCT	PBCR	BL



Subaru Warranties

Every Subaru vehicle is designed and built to offer our customers the highest possible level of quality and reliability. We are proud of our vehicles and proud to stand behind them with a comprehensive warranty. For 2024 model-year vehicles, the warranty on all Subaru vehicles consists of the following:

New Vehicle Limited Warranty (36 month/60,000 km) – Covers basic and major components for 36 months or 60,000 km.

Major Component Limited Warranty (60 month/100,000 km) – Extends coverage of major components (more than just powertrain) up to 60 months or 100,000 km.

Surface Corrosion Limited Warranty (36 month/60,000 km) – Covers surface corrosion to visible painted body panels for 36 months or 60,000 km.

Anti-Perforation Limited Warranty (60 month/unlimited km) – Covers perforation due to corrosion to body sheet metal panels for 60 months, regardless of kilometres.

Emission Control System Limited Warranty – Covers some emissions components for 36 months or 60,000 km and the major parts of the emission control system for 96 months or 130,000 km.

Parts and Accessories Limited Warranty – Covers Subaru parts and accessories installed by the Subaru dealer prior to retail delivery of the vehicle for 36 months or 60,000 km, and Subaru parts and accessories installed by the Subaru dealer after the retail delivery of the vehicle for 12 months or 20,000 km from the date of the installation.

The above information is an overview of warranty coverage and is not a warranty statement. If you wish to see more details regarding Subaru warranties, please refer to your Subaru warranty booklet, contact your local Subaru dealer or visit our Web site at subaru.ca.

Subaru 360 C.A.R.E. Program (36 months/unlimited km)

Access to dedicated Subaru 360 C.A.R.E. (Customer Assistance for Roadside Emergencies) Roadside Assistance Services, which includes access to 1,000 CAA and AAA offices throughout Canada and the United States. In addition to towing, coverage also includes Fuel Delivery, Battery Boost, Flat Tire Service, Lock-Out Service, Trip Accident & Mechanical Breakdown Assistance Service, Winching and Extrication Service, Personalized Trip Planning and Routing, Theft and Hit-and-Run Reward, and Arrest Bond Certificate.

The above information is an overview of services. If you wish to see more details regarding Subaru 360 C.A.R.E., please visit our Web site at subaru.ca.

Subaru Protection Plan

As a Subaru owner, you have expectations for a pleasurable, trouble-free ownership experience – now and into the future. Once your 36-month/60,000-km New Vehicle Limited Warranty period ends¹, our Subaru Protection Plan (SPP) – the only vehicle service contract endorsed by Subaru Canada for Subaru vehicles – can prolong your hassle-free ownership experience with three levels of extended service contract coverage tailored to your needs: Powertrain Protection; Major Protection; or Complete Protection (best level of coverage to complement the 60-month/100,000-km Major Component Limited Warranty). SPP offers comprehensive mechanical and electrical coverage and a number of additional features and benefits, such as Roadside Assistance and Alternate Transportation, for up to 7 years or 160,000 kilometres from your vehicle's in-service date. Whether your vehicle is purchased or leased, SPP protects you and your investment. Be sure to ask your Subaru dealer for details or visit subaru.ca.

¹ If you already own a Subaru vehicle and it is still within the 36-month/60,000-km New Vehicle Limited Warranty period, you are still eligible for SPP.

Subaru vehicles are uniquely designed to get out there more and to leave less behind. We build our vehicles for maximum longevity, because more time spent on the road equals less time spent in junkyards and landfills. In fact, 96% of Subaru vehicles sold in Canada over the last 10 years are still on the road today¹. You'll also find very little waste created in the production of a Subaru. Many of our vehicles are built in the Subaru of Indiana Automotive, Inc., (SIA) factory, which was the first manufacturing facility in the U.S. to achieve zero-landfill status. Other Subaru facilities around the world now achieve similar goals in helping to preserve the environment. Respect for our surroundings is yet another way that Subaru vehicles help to build driver confidence for the road ahead.

¹ Based on IHS Markit Vehicles in Operation as of June 30, 2022, for Model Years 2013 to 2022 vs. Total New Registrations of those vehicles.



For a detailed list of specifications, features, accessories, and model comparisons, please visit Subaru.ca or your nearest authorized Subaru Dealer.

The Supplemental Restraint System (SRS airbags) affords the driver and passenger additional protection in some 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. The combination of SRS and seatbelts provides the best protection in a serious accident. All illustrations, specifications, features, and photographs contained in this brochure are based on product information available at the time of its printing and may not be completely accurate following its publication. Colours shown may vary due to reproduction variations in the printing process, and some vehicle parts cannot be shown in certain photographs. Subaru Canada, Inc. reserves the right to discontinue or make changes at any time, without notice or incurring obligations, to colours, materials, equipment, accessories, features, specifications, and models or to change their prices. Some models shown may be from international markets and are not available in Canada; may be shown with equipment or accessories that are optional (at extra cost) or available only in certain combinations; or may be subject to product delays or not be available in Canada. Please visit subaru.ca for the latest information and specifications. For complete details on product updates and warranties, please contact your Subaru dealer. Ascent, BRZ, Crosstrek, Forester, Impreza, Legacy, Outback, Solterra, WRX, STI, DriverFocus, EyeSight, Lineartronic, SI-DRIVE, STARLINK, Subaru, SUBARU BOXER, and X-MODE are registered trademarks of SUBARU CORPORATION. Android™ is a trademark of Google LLC. Apple CarPlay® is a registered trademark of Apple Inc. Bluetooth® is a registered trademark of Bluetooth SIG, Inc., America. Harman Kardon® is a registered trademark of Harman International Industries, Inc. Qi® is a registered trademark of Wireless Power Consortium, Inc. SiriusXM® and the SiriusXM logo, channel names and logos are trademarks of Sirius XM Radio Inc. and are used under licence by Sirius XM Canada Inc. Subscriptions to SiriusXM Canada are subject to the SiriusXM Canada Customer Agreement and other terms & conditions. SiriusXM collects, uses and discloses your personal information according to its Privacy Policy.

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Environmental Management System
(EMS) ISO 14001:2015 certified by SGS

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ENVIRONMENTAL IMPACT. VIEW
SPECIFIC ATTRIBUTES EVALUATED.
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UL 2801

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