

A man with dark, wavy hair, wearing a green hoodie and a brown vest, is shown in profile, focused on securing a surfboard onto a kayak. The kayak is orange, and the surfboard is white with an orange base. The background is a clear, bright sky.

# 2015 Subaru Life

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





## Live by the moment. Love by the mile.

There's no telling where life will take you, but you can definitely take advantage of every adventure that comes your way in a Subaru. Go ahead. Hit your favorite trail, take that perfect road or tackle your daily adventures, Subaru vehicles are more than ready for the challenge. And, because of the way they're engineered for control, you're able to confidently drive where you want, when you want, to do whatever you want. Smart features to help you do more of what you live for. And the reassurance of award-winning safety for peace of mind. It's why we hear again and again, "I love my Subaru."

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

# Passionate people do passionate things.

True commitment shows through. For Subaru owners, it shows in kayak scuffs and mud-coated boots. It can take the form of dog hair that just won't come out, fresh coats of dust, or extra coats of wax. For many, the Subaru Badge of Ownership lets them show their commitment to the life they live and the confidence that has inspired them to fully embrace it. Owners can order badges online for free, stick them on, and let everyone know how they experience the world. Which one will you get?

## Subaru Badge of Ownership



[subaru.com/  
badgeofownership](http://subaru.com/badgeofownership)

2015 Subaru Life | Badge of Ownership





# More miles, more milestones.

One thing you'll notice about Subaru owners is how long they hang on to them. Terry Prine remembers the day he brought his 2003 Subaru Forester home, and all of the great moments he's had with it by his side. Memories like passing the 100,000 mark on the odometer. With devoted owners like Terry, it only makes sense that 94% of all the vehicles we've sold in the last 12 years are still on the road today\*. Terry 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 could 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

The kids and I set out for one last trip before they had to go back to school. In search of California's state fish, the golden trout, we 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 three hours. Rainbows, brookies and yes, the elusive golden trout! The kids were in heaven.





For more on EyeSight®,  
visit [Subaru.com/eyesight](http://Subaru.com/eyesight)

An extra set of eyes  
every time you drive.



"The Subaru Legacy, Outback and Forester earned the highest possible rating for front collision avoidance from IIHS when equipped with Subaru EyeSight.\*\*"

—Insurance Institute for Highway Safety (IIHS)

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 now the 2015 Outback, Legacy, Forester, Impreza and XV Crosstrek 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.



# Safety from all sides.

With more IIHS Top Safety Picks than any other brand, we put a lot of focus on protecting who's inside. In every Subaru you'll find an abundance of airbags<sup>3</sup> and the sturdy Ring-Shaped Reinforcement Frame to help protect all aboard, and nearly every model has both the control of Subaru Symmetrical All-Wheel Drive and a standard Rear-Vision Camera to give you a clearer view of the area behind your vehicle. Now the 2015 Outback and Legacy also offer new available features like Rear Cross-Traffic Alert<sup>4</sup> to help in parking situations and Blind-Spot Detection with Lane Change Assist<sup>4</sup> to help alert you to approaching vehicles.

"Subaru is the only manufacturer with IIHS Top Safety Picks for all models for the last five years (2010–2014)."

—Insurance Institute for Highway Safety (IIHS)



# 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 2015 Outback, the most fuel-efficient vehicle in its class<sup>5</sup>, plus most models achieve 30 highway MPG or more<sup>6</sup>, particularly the redesigned 2015 Impreza that earns an impressive 37 highway MPG<sup>7</sup>. Now more than ever, Subaru vehicles help you do more with less impact on your wallet and the environment.





## Subaru Symmetrical All-Wheel Drive

A confident drive is the signature of every Subaru vehicle, especially when it's equipped with Subaru Symmetrical All-Wheel Drive. This unique system offers better balance for stability and a more efficient flow of power than other AWD systems, providing greater grip and giving you better traction and control.



### All-weather Conditions

Traction and stability helps keep you connected to the road in adverse 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

The SUBARU BOXER® engine is remarkably different because it generates more than power. The pistons are laid flat in a horizontally opposed design, providing powerful yet smooth acceleration. And better yet, its design helps lower the vehicle's center of gravity for increased handling stability.



Horizontally Opposed Design



Smoother Operation

Durable Construction



Increased Reliability

Lower Center of Gravity



Greater Handling Agility



35,000,000

9,000,000

1,000,000

12,900

353



Through our Share the Love sales events, Subaru and new owners have donated nearly \$35 million over the last six years to charities such as the ASPCA®, Meals on Wheels Association of America®, Make-A-Wish®, and National Park Foundation. We look forward to continuing the trend in the years to come.



We are dedicated to supporting and improving surrounding communities through the Subaru of America Foundation (SOAF) and corporate contributions. Our combined efforts support youth-based initiatives in the areas of education, environment, and local community projects. Established in 1984, SOAF has awarded more than \$9 million to programs across the United States.



Subaru hunger initiatives provided more than 350,000 pounds of food and fresh produce last year alone, with over 1 million pounds over the last four years.



Our employees are actively engaged in community service and share the company's belief that it takes much more than money to create real change. In 2013, they donated more than 12,900 hours to help their neighbors and improve their local communities.



Subaru recognizes and rewards the academic achievements of children of Subaru of America, Inc. employees and encourages them to further their higher education. Since 1996, SOAF's Scholarship Program has awarded 353 scholarships to employees' children totaling \$703,000.



Because it's not always what you give, sometimes it's what you hold back, Subaru builds fuel-efficient vehicles in ecologically minded plants. Subaru of Indiana Automotive, Inc. (SIA) is the first manufacturing facility in the U.S. to reach zero-landfill status. Subaru is also headquartered in a zero-landfill office in Cherry Hill, NJ.

# Some things are worth doing.

Getting out there and pursuing our passions is the Subaru way of life for our owners, our partners and us. We also find great satisfaction in getting out there with people that get involved and make a difference in our world. Because what matters most to our owners, matters to us.



[subaru.com/partners](http://subaru.com/partners)



## Some of our partners\*

- American Association for the Advancement of Science
- American Association of Snowboard Instructors
- American Canoe Association
- The American Society for the Prevention of Cruelty to Animals
- American Speech-Language-Hearing Association
- Dining Out for Life
- Geological Society of America
- Greensgrow Farms
- International Mountain Bicycling Association
- Japan America Society of Philadelphia
- Leave No Trace Center for Outdoor Ethics
- Mervin Manufacturing
- National Ski Patrol
- National Park Foundation
- Pennsylvania Horticultural Society
- Pilots N Paws
- Professional Ski Instructors of America
- Nordica
- Smith Optics
- Subaru RallyCross Team
- Subaru Rally Team USA
- Vermont SportsCar
- Yakima Road Warrior Tour

# Come on out. Happiness loves company.

Subaru owners are a unique bunch of people who tend to have one thing in common—they live life to the fullest. Being part of the Subaru family introduces you to all sorts of opportunities to get out there with others who share common interests and passions. Here are just a few of the events we've got planned.



For some of our  
future events, visit  
[subaru.com/events](http://subaru.com/events)



## See you there!

- Subaru WinterFest
- Northwest Flower & Garden Show
- Philadelphia Flower Show
- Subaru Cherry Blossom Festival
- Subaru and United By Blue River Cleanups
- Dining Out for Life

- Pilots N Paws Animal Rescue
- Rally America National Championship Series
- Global RallyCross Championship
- Subaru Love-A-Pet Adoption Drives
- Yoga Journal LIVE!
- Subaru Sea Otter Classic



# Challenge met. Victory claimed.

## Subaru Rally and RallyCross Racing

There is no more punishing—and exciting—way to prove our engineering than rally and rallycross racing. We have conquered challenging terrain from snow to gravel to tarmac and sometimes air on our way to winning nine Rally America National Championships since 2001. It's an accomplishment we're proud of, and one we look forward to claiming again and again.



For the latest rally news,  
visit [subaru.com/rally](http://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, events, or just to talk about their favorite subjects.

## Subaru Enthusiast Sites



nasioc.com  
dirtyimpreza.com  
iwsti.com  
Subaru-**Impreza**.org  
Subaru**XV**Forum.com  
Subaru**BRZ**Forum.com  
Club**WRX**.net

SubaruForester.org  
815subarus.com  
socialsubies.com  
wrxtners.com  
**LegacyGT**.com  
flat4lv.com  
seccs.org



sidc.co.uk  
scoobycity.co.uk  
SB9T.com



wrx.com.au  
Subaru**Outback**.org



socsa.org.za  
i-club.com



subaruclub.ca  
WRXForums.com



igota**STI**.com  
clubsubaru.es



[subaru.com/enthusiasts](http://subaru.com/enthusiasts)





**Everywhere you turn.**



**Confidence is at our core.**

ODOMETER

1276703

TRIPMETER

0824





Welcome to **the family.**

94% of Subaru vehicles sold in the last 12 years  
are still on the road today.\*

## 2015 Outback

The all-new 2015 Outback helps you seize every free moment with an abundance of standard drop-everything-and-go features. Forget the aftermarket, every Outback comes standard with retractable roof cross bars with tie-downs, so you'll always arrive fully geared up. Also a standard feature, Subaru Symmetrical All-Wheel Drive featuring push-button X-MODE® with Hill Descent Control helps you conquer rougher terrain. When you want to spend more time adventuring and less time preparing, there's no other choice. This Outback is built to take you to the place you've never been.



**Efficient**



**Capable**



**Versatile**



**Safe**

- 256-hp 6-cylinder or 175-hp 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive (AWD) with X-MODE® and Active Torque Vectoring
- Lineartronic® Continuously Variable Transmission (CVT) with manual-mode paddle shifters
- Raised suspension with 8.7" of ground clearance
- Roof rails with adjustable/retractable cross bars and tie-down hooks
- 33 highway MPG<sup>9</sup> and Partial Zero Emission Vehicle (PZEV)<sup>9</sup>
- Power rear gate with automatic close and height memory<sup>10</sup>
- Rear-Vision Camera
- All-Weather Package
- EyeSight® Driver Assist Technology<sup>2,10</sup>
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert<sup>4,10</sup>
- 6.2- or 7.0-inch touchscreen infotainment audio systems with SUBARU STARLINK™ system featuring Pandora®, iHeartRadio® and Aha™ infotainment smartphone integration<sup>11</sup>
- Premium audio system with 12 Harman Kardon GreenEdge® speakers and a 576-watt equivalent amplifier<sup>10</sup>



**Take the 2015 Outback  
Guided Tour.**



**Download the free  
iPad App on iTunes.**

# Make every adventure count.

"This new fifth generation of the Outback impresses with not just an abundance of utility, but a newfound level of class within the spacious cabin."

—Edmunds.com, July 2014



## 2015 Forester

The Forester is all about potential. To do what you enjoy with those closest to you and to be there for those that need you. It's efficient, achieving 32 highway MPG<sup>12</sup>, versatile with Subaru Symmetrical All-Wheel Drive with available X-MODE<sup>®</sup> featuring Hill Descent Control, and roomy with a large cabin and ample cargo room. It's safe too, having been named an IIHS Top Safety Pick for eight years running (2007–2014) and a 2014 Top Safety Pick+ when equipped with optional EyeSight<sup>®</sup> 2,10,13



**Efficient**



**Roomy**



**Versatile**



**Safe**

- 170-hp or turbocharged 250-hp 4-cylinder SUBARU BOXER<sup>®</sup> engine
- Lineartronic<sup>®</sup> CVT (Continuously Variable Transmission) with manual-mode paddle shifters<sup>10</sup>
- 32 highway MPG<sup>12</sup> and Partial Zero Emission Vehicle (PZEV)<sup>9</sup>
- Subaru Symmetrical All-Wheel Drive (AWD) with available X-MODE<sup>®</sup><sup>10</sup> featuring Hill Descent Control<sup>10</sup>
- Power rear gate with automatic close and height memory<sup>10</sup>
- Rear-Vision Camera
- Panoramic moonroof<sup>10</sup>
- Multifunction center console
- Reclining rear seats<sup>10</sup>
- Rear seat armrest with dual cup holders<sup>10</sup>
- Voice-activated touchscreen GPS navigation system and 6-speaker audio system with SUBARU STARLINK<sup>™</sup> system with Aha<sup>™</sup> connected service,<sup>11</sup> HD Radio<sup>®</sup> with iTunes<sup>®</sup> tagging capability, USB port/iPod<sup>®</sup> control, SiriusXM<sup>®</sup> Satellite Radio<sup>14</sup> and NavTraffic<sup>®</sup><sup>14</sup> Bluetooth<sup>®</sup> hands-free phone and audio streaming connectivity, and SMS text messaging capability<sup>10</sup>
- Dual-zone automatic climate control<sup>10</sup>



**Take the 2015 Forester  
Guided Tour.**



**Download the free  
iPad App on iTunes.**



**There's a lot you can do,  
when there's nothing  
saying you can't.**

"Competitive fuel economy, a spacious cabin and available turbocharged power make the 2015 Subaru Forester a solid pick for a small crossover SUV."

—Edmunds.com, 2015 Forester Review



## 2015 Legacy

Confidence and trust are their own kind of freedom in the all-new 2015 Legacy, the longest-lasting midsize sedan in its class.<sup>5</sup> Considering that 95% of all Subaru Legacy vehicles sold in the last 10 years are still on the road today,<sup>5</sup> it's no surprise that this is a car that was built to last. What makes it so different? It's the capability of standard Subaru Symmetrical All-Wheel Drive (AWD), the efficiency of 36 highway MPG<sup>16</sup> and the assurance of an outstanding safety reputation. Legacy. It's not just a sedan. It's a Subaru.



**Efficient**



**Engaging**



**Roomy**



**Safe**

See how far  
trust can take you.

"After spending some time in the 2015 Subaru Legacy, we've come away thinking that this is easily one of the best midsize sedans on the market."

—Autotrader.com, May 2014

- 256-hp 6-cylinder or 175-hp 4-cylinder SUBARU BOXER® engine
- 36 highway MPG<sup>16</sup> and Partial Zero Emission Vehicle (PZEV)<sup>9</sup>
- Subaru Symmetrical All-Wheel Drive (AWD) with Active Torque Vectoring
- Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters
- Retuned 4-wheel independent suspension with double-wishbone rear architecture
- EyeSight® Driver Assist Technology<sup>2,10</sup>
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert<sup>4,10</sup>
- 6.2- or 7.0-inch touchscreen infotainment audio systems with SUBARU STARLINK™ system featuring Pandora®, iHeartRadio® and Aha™ infotainment smartphone integration<sup>11</sup>
- Premium audio system with Harman Kardon GreenEdge® speakers and 576-watt equivalent amplifier<sup>10</sup>
- Rear-Vision Camera



Take the 2015 Legacy  
Guided Tour.



Download the free  
iPad App on iTunes.

# Embrace the thrill. Love the logic.

"Want an affordable and fuel-efficient compact car with all-wheel-drive? Subaru's Impreza sedan and hatchback are your best options..."\*

—LeftLaneNews.com, 2014 Impreza Review



Impreza 2.0i Limited 4-door in Venetian Red Pearl.

## Introducing the redesigned 2015 Impreza

You'll be hooked from the start in the redesigned 2015 Impreza. Clearly the smart choice, it now achieves an impressive 37 highway MPG<sup>7</sup>, and offers considerable reliability, with 94% of all Subaru vehicles sold in the last 12 years still on the road today<sup>1</sup>. It's designed for fun with its new infotainment system with a 6.2- or 7.0-inch touchscreen, and the SUBARU STARLINK™ system offering Pandora®, iHeartRadio® and Aha™ connectivity.<sup>11</sup> Plus it's safe too with a standard Rear-Vision Camera and the available EyeSight® Driver Assist Technology<sup>2,10</sup>. The new 2015 Impreza is ready to play wherever the journey takes you.



**Efficient**



**Fun**



**Roomy**



**Affordable**

- 148-hp 4-cylinder SUBARU BOXER® engine
- 37 highway MPG<sup>7</sup> and Partial Zero Emission Vehicle (PZEV)<sup>9</sup>
- Subaru Symmetrical All-Wheel Drive (AWD)
- 4-door or 5-door body style
- Sport 5-door with roof rails and 17-inch gray-finish wheels
- Leather-trimmed upholstery<sup>10</sup>
- 6.2- or 7.0-inch touchscreen infotainment audio systems with SUBARU STARLINK™ system featuring Pandora®, iHeartRadio® and Aha™ infotainment smartphone integration,<sup>11</sup> HD Radio® with iTunes® tagging capability, USB port/iPod® control, Bluetooth® hands-free phone and audio streaming connectivity, and SMS text messaging capability<sup>10</sup>
- Keyless Access with Push-button Start<sup>10</sup>
- EyeSight® Driver Assist Technology<sup>2,10</sup>
- Rear-Vision Camera
- Electronic cruise control



**Experience the Impreza  
Dynamic Brochure.**



**Download the free  
iPad App on iTunes.**



## 2015 XV Crosstrek

Made to go the distance, the 2015 XV Crosstrek combines improved fuel efficiency, now a remarkable 34 highway MPG,<sup>17</sup> with standard All-Wheel Drive capability. From the versatile XV Crosstrek 2.0i to the greener XV Crosstrek Hybrid, this is a compact crossover with few peers. And it's better than ever with its new touchscreen SUBARU STARLINK™ infotainment systems, featuring Pandora® and Aha™ connectivity,<sup>11</sup> and safer with its new available EyeSight® Driver Assist Technology.<sup>2,10</sup> There's no doubt. You'll definitely love where it takes you.



**Versatile**



**Efficient**



**Fun**



**Clean**

Make plans.  
Then push them  
even further.

"...the XV Crosstrek is easy on your fuel budget,  
and it can go places most of its rivals can't."

— KBB.com, 2014 XV Crosstrek Review

- 148-hp 4-cylinder SUBARU BOXER® engine or 160 total-system hp Subaru Hybrid System
- 34 highway MPG<sup>17</sup> and Partial Zero Emission Vehicle (PZEV)<sup>9</sup>
- Subaru Symmetrical All-Wheel Drive (AWD)
- Lineartronic® CVT (Continuously Variable Transmission) with manual-mode paddle shifters<sup>10</sup>
- Raised suspension with 8.7" of ground clearance
- Cloth or leather-trimmed upholstery<sup>10</sup>
- 6.2- or 7.0-inch touchscreen infotainment audio systems with SUBARU STARLINK™ system featuring Pandora®, iHeartRadio® and Aha™ infotainment smartphone integration,<sup>11</sup> HD Radio® with iTunes® tagging capability, USB port/iPod® control, Bluetooth hands-free phone and audio streaming connectivity, and SMS text messaging capability<sup>10</sup>
- Keyless Access with Push-button Start<sup>10</sup>
- EyeSight® Driver Assist Technology<sup>2,10</sup>
- Rear-View Camera
- All-Weather Package<sup>10</sup>



XV Crosstrek 2.0i Premium in Ice Silver Metallic with accessory equipment.

\* From 2014 Subaru XV Crosstrek Review on Kelley Blue Book's KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc.



Experience the XV Crosstrek  
Dynamic Brochure.



Download the free  
iPad App on iTunes.



## 2015 WRX

Street cred wasn't enough. Subaru engineers wanted track-cred. So they stiffened the chassis, revised the suspension, sharpened the steering, and increased the lateral grip. They gave it a new look inside and out, and revitalized it with a new direct-injected, 268-horsepower turbocharged SUBARU BOXER® engine that sends the power to all four wheels via Subaru Symmetrical AWD and a new 6-speed manual transmission. They also added Vehicle Dynamics Control with Active Torque Vectoring to enhance cornering performance. The result is the best-handling, best-performing WRX ever.



**Powerful**



**Fierce**



**Sharp**



**Agile**

- 268-hp turbocharged, direct-injected 4-cylinder SUBARU BOXER® engine
- Subaru Symmetrical All-Wheel Drive (AWD)
- 6-speed manual transmission or optional Sport Lineartronic™ transmission with paddle shifters<sup>10</sup>
- Revised sport-tuned suspension
- 17-inch aluminum-alloy wheels
- Premium audio system with 9 Harman Kardon speakers and a 440-watt amplifier<sup>10</sup>
- Voice-activated touchscreen GPS navigation system and 6-speaker audio system with SUBARU STARLINK™ system with Aha™ connected service,<sup>11</sup> HD Radio® with iTunes® tagging capability, USB port/iPod® control, SiriusXM® Satellite Radio<sup>14</sup> and NavTraffic®,<sup>14</sup> Bluetooth® hands-free phone and audio streaming connectivity, and SMS text messaging capability<sup>10</sup>
- 4.3-inch color multifunction display
- LED headlights and leather-trimmed upholstery<sup>10</sup>



Take the 2015 WRX  
Guided Tour.



Download the free  
iPad App on iTunes.

Unexpectedly potent.  
**Unassumingly quick.**

"If you're an enthusiast looking for a practical rocket ship,  
your WRX has arrived."

—LeftLaneNews.com, December 2013

## 2015 WRX STI

Built to thrill, the WRX STI delivers an addictive driving euphoria and lures you with a rare dose of unfiltered driving excitement. Despite its track-day looks and competitive soul, the STI has versatility with room to spare. There's an impressive list of features, including Subaru Symmetrical AWD with Driver Controlled Center Differential (DCCD), a 305-horsepower turbocharged SUBARU BOXER® engine and Brembo® brakes. But the whole is far more than the sum of its parts—this is the best-handling, best-performing STI ever.



**Fast**



**Fierce**



**Sharp**



**Exhilarating**

Performance that  
demands respect.  
**Handling that demands  
the podium.\***

"The STI has real-deal sports car bite."  
—AUTOMOBILE Magazine,  
February 2014

- 305-hp turbocharged 4-cylinder SUBARU BOXER® engine
- Driver Controlled Center Differential All-Wheel Drive (DCCD)
- SI-DRIVE performance management system
- Active Torque Vectoring
- 13:1 steering ratio
- Revised high-performance STI sport-tuned suspension
- Brembo® performance brake system
- 18-inch BBS® aluminum-alloy wheels<sup>10</sup>
- LED headlights
- Premium audio system with 9 Harman Kardon speakers and a 440-watt amplifier<sup>10</sup>
- Voice-activated touchscreen GPS navigation system and 6-speaker audio system with SUBARU STARLINK™ system with Aha™ connected service,<sup>11</sup> HD Radio® with iTunes® tagging capability, USB port/iPod® control, SiriusXM® Satellite Radio<sup>14</sup> and NavTraffic®<sup>14</sup> Bluetooth® hands-free phone and audio streaming connectivity, and SMS text messaging capability<sup>10</sup>
- 4.3-inch color multifunction display
- Leather-trimmed upholstery and tilt/sliding moonroof<sup>10</sup>



Take the 2015 WRX STI  
Guided Tour.



Download the free  
iPad App on iTunes.

\* We do not recommend racing your vehicle. Racing may void the vehicle warranty. See warranty maintenance booklet for details. If you do race the vehicle, do it safely and lawfully on approved racing tracks. Drive responsibly at all times and obey all traffic laws.

WRX STI Limited in WR Blue Pearl.

## 2015 BRZ

Absent of fluff, with a direct connection to the road, the BRZ delivers fun at any speed. Engineering this level of driving engagement was anything but easy. It required starting with the right technology—namely, the low-slung SUBARU BOXER® engine—and placing it in a vehicle with a supremely low center of gravity and the perfect power-to-weight ratio. The end result is no less than the ideal sports car driving experience. Creating elegant simplicity is anything but simple.



Sharp



Agile



Quick



Exhilarating

- 200-hp 4-cylinder SUBARU BOXER® engine
- Close-ratio 6-speed manual transmission or available automatic transmission with manual-mode paddle shifters<sup>10</sup>
- Low center of gravity
- Sport-tuned suspension
- Multi-spoke 17-inch aluminum-alloy wheels
- Voice-activated touchscreen GPS navigation system and 8-speaker audio system with SUBARU STARLINK™ system with Aha™ connected service,<sup>11</sup> HD Radio® with iTunes® tagging capability, USB port/iPod® control, SiriusXM® Satellite Radio<sup>14</sup> and NavTraffic®,<sup>14</sup> Bluetooth® hands-free phone and audio streaming connectivity, and SMS text messaging capability<sup>10</sup>
- HID headlights
- Keyless Access with Push-button Start<sup>10</sup>
- Alcantara® and leather-trimmed upholstery<sup>10</sup>



The joy of driving  
purified.

"The BRZ is an *AUTOMOBILE Magazine*  
All-Star for the second year in a row."<sup>\*\*</sup>  
—*AUTOMOBILE Magazine*, April 2014



Take the 2015 BRZ  
Guided Tour.



Download the free  
iPad App on iTunes.





Make your mark  
**without leaving one.**

### **2015 XV Crosstrek Hybrid**

Getting out there and protecting it is at the heart of all we do. The 2015 Subaru XV Crosstrek Hybrid reflects our commitment to staying green. It's made in a zero-landfill plant, and achieves a remarkable 30/34 city/highway MPG<sup>18</sup>, making it kind to the green in your wallet, too.



We try not to waste a thing.  
**Even waste.**



In 2004, Subaru of Indiana Automotive, Inc. (SIA) became the first manufacturing facility in the U.S. to reach zero-landfill status and all Subaru vehicles are built in zero-landfill plants, where 100% of manufacturing waste is either recycled or turned into electricity. Plus every Subaru plant continues to use green suppliers, reduce manufacturing wastes and CO<sub>2</sub> emissions. Subaru is also headquartered in a zero-landfill office in Cherry Hill, NJ.



In 2003, Subaru of Indiana Automotive, Inc. became the first automotive assembly plant to be designated as a Backyard Wildlife Habitat by the National Wildlife Federation. SIA's 800+ acres serve as a home for a wide variety of animals.

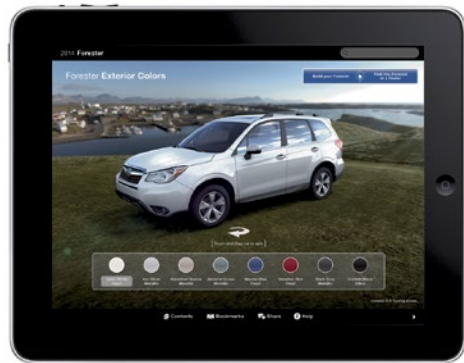


We've spent decades building relationships with those who believe in building a cleaner and greener world as much as we do. That's why we support organizations like Leave No Trace Center for Outdoor Ethics, United By Blue and Greensgrow Farms.



[subaru.com/environment](http://subaru.com/environment)

## 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-views, interactive content and more. Available on the iTunes® App Store for your iPad® at:

[itunes.com/apps/subaruofamerica](https://itunes.com/apps/subaruofamerica),

or for your desktop or tablet at: [tour.subaru.com](http://tour.subaru.com)

## Get Social.



[facebook.com/subaruofamerica](https://facebook.com/subaruofamerica)



[twitter.com/subaru\\_usa](https://twitter.com/subaru_usa)



[youtube.com/user/subaru](https://youtube.com/user/subaru)



[instagram.com/subaru\\_usa](https://instagram.com/subaru_usa)



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 32 trees preserved for the future; 14,920 gallons of wastewater flow saved; 999 lbs solid waste not generated; 2,751 lbs net greenhouse gases prevented; 15,000,000 BTUs energy not consumed. Calculations provided by Environmental Paper Network. FSC® is not responsible for any calculations on saving resources by choosing this paper.

1. Based on IHS Automotive/Polk U.S. Total Registrations MY2002-2013. 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 may vary on many factors such as vehicle maintenance, weather and road conditions. See Owner's Manual for complete details on system operation and limitations. Please remember to turn off EyeSight when going through a carwash. Available on select models beginning Fall 2014. 3. Always wear seatbelts. Children should be properly restrained in the rear seat. 4. 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. 5. Based on EPA estimated highway fuel economy for 2015 model vehicles within the IHS Automotive, Polk Non-Luxury Midsize CUV segment. 6. Based on EPA estimated highway fuel economy for 2015 Legacy, Outback and Forester 2.5i models, and 2015 Impreza, XV Crosstrek and BRZ models. Actual mileage may vary. 7. EPA estimated fuel economy for 2015 Subaru Impreza CVT at up to 37 highway MPG. Actual mileage may vary. Visit [fuelconomy.gov](http://fuelconomy.gov) for more information. 8. EPA estimated fuel economy for 2015 Subaru Outback 2.5i CVT models at 33 highway MPG. Actual mileage may vary. Visit [fuelconomy.gov](http://fuelconomy.gov) for more information. 9. 2015 Subaru Impreza and XV Crosstrek 2.0L, and Forester, Outback and Legacy 2.5L 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. Delaware, Oregon, Pennsylvania and Washington vehicles are not covered by the PZEV emissions control warranty. See your warranty maintenance booklet for additional information. 10. Availability varies by trim level. See your retailer. 11. Compatible smartphone and free application required. For application to operate, latest version of application and SUBARU STARLINK equipped infotainment system required. Data provided by smartphone is displayed on navigation 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. 12. EPA estimated fuel economy for 2014 Forester 2.5i CVT at 32 highway MPG. Actual mileage may vary. 13. Ratings based on Insurance Institute for Highway Safety's (IIHS's) 40-mile-per-hour moderate overlap frontal crash test, 40-mile-per-hour small overlap frontal crash test, 31-mile-per-hour side-impact test, 20-mile-per-hour rear-impact test, and roof-strength test. Top Safety Pick+ rating requires optional EyeSight Driver Assist Technology. For more information, contact IIHS or visit their website at [www.iihs.org](http://www.iihs.org). 14. Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. 15. Based on IHS Automotive/Polk U.S. total new light vehicle registrations in the model years

2004 through 2013 (through October 2013) in the non-luxury traditional midsize sedan segment for models which have been on the U.S. market for the entire ten-year time period. 16. EPA estimated fuel economy for 2015 Subaru Legacy 2.5i at 36 highway MPG. Actual mileage may vary. Visit [fuelconomy.gov](http://fuelconomy.gov) for more information. 17. EPA estimated fuel economy for 2015 Subaru XV Crosstrek CVT at 34 highway MPG. Actual mileage may vary. Visit [fuelconomy.gov](http://fuelconomy.gov) for more information. 18. EPA estimated fuel economy for 2015 XV Crosstrek Hybrid. Actual mileage may vary. Visit [fuelconomy.gov](http://fuelconomy.gov) for more information.

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, Added Security, Equity Shield, Forester, Impreza, Legacy, Outback, BRZ, WRX and WRX STI are registered trademarks. XV Crosstrek is a trademark of Subaru of America, Inc. Confidence in Motion and STARLINK are trademarks of Fuji Heavy Industries, Ltd. X-MODE and EyeSight are registered trademarks of Fuji Heavy Industries, Ltd. Aha is a trademark of HARMAN International Industries, Incorporated. iPod and iTunes are registered trademarks of Apple Inc. Harman Kardon is a registered trademark of Harman International Industries, Incorporated. Bluetooth is a registered trademark of Bluetooth SIG, Inc. HD Radio is a registered trademark of iBiquity Digital Corporation. Brembo is a registered trademark of Brembo S.p.A. SiriusXM and NavTraffic are registered trademarks of SiriusXM Radio Inc. iHeartRadio is a registered trademark of Clear Channel Communications, Inc. Pandora is a registered trademark of Pandora Media, Inc. For more information, contact your Subaru retailer or log on to [subaru.com](http://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](http://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, NJ. ©2014 Subaru of America, Inc.

15.LIFEBOOK.525 (S-15241-1, 200K, 9/14, CG)



# 2015 Subaru Models



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

