LIACO LIMITED
Lia Buildings, Mosta Road, Lija LJA 9012 MALTA
TEL: (+356) 2141 8111 • FAX: (+356) 2141 8589
www.subaru.com.mt

5th OCTOBER 2007

THE ALL-NEW SUBARU IMPREZA – THE LEGEND REBORN

- Totally new Impreza with roomier five-door body plus multi-link rear suspension for outstanding ride & refinement
- All models boast improved fuel economy, torquier, more flexible 'boxer' engines and enhanced customer appeal
- Iconic Impreza handling dynamics remain – now available to a wider audience
- All-wheel drive range starts from an incredible Lm8,900 (€20,731)
- Unbeatable standard equipment includes: AWD with dual-range low-ratio transfer 'box, ABS with EBD, climate-control air-conditioning, radio/CD player, height and reach steering wheel adjustment, front and rear electric windows, driver and passenger airbags, remote central-double-locking system, electric mirrors, roof spoiler plus vehicle information display

Subaru's eagerly-awaited new Impreza goes on sale in October, offering all its traditional strengths of outstanding handling and active safety thanks to symmetrical all-wheel drive but in a new, more practical package. And while performance fans will still be catered for early next year when the range-topping, turbocharged WRX STI arrives, the initial emphasis is on the new 1.5 and 2.0 litre models aimed at a much wider audience. Both enjoy enhanced fuel economy and driveability thanks to improved 'boxer' engines which give the car a lower centre of gravity for improved grip, reduced body roll and more agile steering response.

All new Imprezas share a five-door body which is shorter and wider than the previous model and offers substantially improved interior space thanks – in part – to a longer wheelbase. Interior width is greater than before and boot space has grown substantially to 301 litres with the rear seat upright or 1,216 litres with the rear seat down.

Subaru's aim is to compete more directly in the European market while offering the added safety and traction advantage of symmetrical all-wheel drive. The new Impreza's elegant and stylish design gives it a sporty stance with wide tracks, broad shoulder lines and subtle side body creases for a quality look. Premium touches include a gas strut-assisted bonnet, LED tail lamps, a flowing fascia design, double-stitched seat cloth, metallic interior decoration and padded armrest cushions. The instruments are also sporty thanks to their clear design and subtle lighting while the extensive vehicle information display includes a fuel consumption indicator highlighting the new Impreza's much improved efficiency.

The entry-level yet practical **Impreza 1.5R** costs an incredibly affordable **Lm8,900** (€20,731) and standard equipment includes: All-Wheel-Drive with dual-range, low ratio transfer 'box, ABS with EBD, climate-control air-conditioning, four-speaker radio/CD player, front and rear electric windows, reach and rake-adjustable steering wheel (Telescopic), driver and passenger airbags, remote central-double-locking system, electric mirrors, roof spoiler plus vehicle information display (trip computer).

Equally outstanding value is the new **Impreza 2.0R** and **Impreza 2.0RX** with even more standard equipment including a leather-covered steering wheel and gear knob, cruise-control and a 10-speaker radio/single-disc CD system. Optional features now also include Subaru Vehicle Dynamics Control (SVDC), larger alloy wheels, body styling enhancements such as front and rear spoilers, side skirts, a chrome exhaust end-cap and a rear bumper diffuser, whilst interior upgrades include 'Smart Entry' with an engine push-start button and a multi-media satellite-navigation system that can also display DVD Video playback through its 7-inch LCD monitor.

Meanwhile, sure to delight performance fans is a limited quantity of turbocharged **Impreza 2.5 WRX.** Standard equipment on the **Impreza 2.5 WRX** includes 17 ins alloy wheels, front and rear spoilers, side skirts, a rear bumper diffuser, leather-covered steering wheel and gear knob, a rear limited-slip differential with SVDC, 10-speaker, six-disc radio/CD player and xenon headlamps.

ENGINES - IMPROVED TORQUE, BETTER ECONOMY

Subaru has built an enviable reputation for reliability, long engine life and accessible performance through the design of its horizontally-opposed, all aluminium 'boxer' engines. This 'flat-four' layout gives a lower centre-of-gravity for enhanced cornering grip. It is also ideal when mated to Subaru's standard symmetrical all-wheel drive system because of the engine's compactness, light weight and ability to connect with the AWD transmission in a straight line.

CONTINUED

Now, the new 1.5 litre 'boxer' engine has been designed to offer strong low to mid-range pulling power, known as torque, while also having the ability to rev to high speeds for brisk overtaking. So despite being the least powerful Subaru, the new Impreza 1.5R makes the most of its power (107PS) and torque (104.7 lb.ft) providing ideal performance with respectable fuel economy of 37.7 mpg (Combined) and exhaust emissions of 176 g/km.

The new Impreza 2.0R and RX enjoy substantial revisions to their 2.0 litre 'boxer' engines which result in stronger low and mid-range pulling power, enhanced flexibility and improved fuel economy with lower exhaust emissions. The 0-60 mph (0-100 Km) time for the manual is 9.6.

As with the new Impreza 1.5R, the 2.0R and RX, have a five-speed manual gearbox with a low-ratio, dual-range transfer 'box, effectively providing 10 speeds. Owners find this particularly useful when towing or covering difficult road surfaces as it provides extra engine-braking for greater control. The symmetrical all-wheel drive system features a nominal 50/50 front to rear torque split. However, a centre viscous-coupling senses which axle has the best grip and varies this ratio in milliseconds according to the road surface. This maximises tyre grip and handling accuracy, instilling confidence in the driver – especially on rain-soaked motorways and poor road surfaces.

The renowned 2.5 litre turbocharged 'boxer' engine fitted to the new Impreza WRX receives meaningful revisions to improve fuel efficiency and provide much gutsier throttle response in 'real world' driving conditions. Maximum power for the standard WRX is still 230 PS but now at a lower 5,200 rpm. Torque (pulling power) is also the same as before at 236 lb ft but now at a more accessible 2,800 rpm. This translates into much livelier acceleration from low engine speeds and an effortless seam of power in everyday driving which reaches 0-60 mph (0-100 Km) in just 6.5 seconds.

SAFETY

The 2008 Impreza continues Subaru's legendary safety and crash worthiness record. New for 2008 are optional side-curtain airbags with front seat head / chest side impact airbags and Subaru Vehicle Dynamics Control (SVDC) which is available on the 2.0R, 2.0RX and WRX. SVDC uses sophisticated sensors to detect side to side and front to rear slip plus sudden steering movements. It controls oversteer /understeer and potential loss of control by braking individual wheels and cutting engine revs – all in milliseconds.

Both occupants and pedestrians are well protected by the latest Impreza thanks to a whole series of safety measures aimed at achieving the highest standards of both occupant and pedestrian safety. The passenger airbag is dual-stage which provides progressive protection matched to the severity of the impact and the standard anti-lock brakes (ABS) come with electronic brakeforce distribution (EBD). This juggles the braking force between front and rear wheels according to load shifts during deceleration. All Imprezas have front ventilated disc brakes and solid rear discs. Outside, pedestrian injury is reduced thanks to a more rounded contour to the top of the front bumper, a gently curved bonnet and windscreen wipers which collapse, softening any impact. High tensile steel of varying thickness is used extensively throughout the body, providing good crushability where needed while protecting the passenger area. Not only does the elimination of the previous Impreza's front subframe reduce body weight by 20 kg but the new structure better dissipates front impact forces.

All Imprezas come with the reassurance of a three year warranty plus a 12 year anti-corrosion cover and three year paintwork warranty. For more information and a test drive please visit the SUBARU showroom in Mosta road, Lija, call on 21418111 or log on to www.subaru.com.mt.

EXTENDED OPEN WEEK 8th – 13th October
Monday to Friday 08:30 – 20:00 HRS and Saturday 09:00 – 18:00 HRS.

IMPREZA