






MODEL OVERVIEW

2010 IMPREZA

WHAT'S NEW?

The Impreza enters the 2010 model year with a variety of revisions, including a freshened front grille on 2.5i models and a new Limited Package featuring leather seating surfaces, a MediaHub and 17-inch wheels. The WRX lineup has been harmonized for 2010 with only one engine offered, the 2.5-litre SUBARU BOXER engine rated at 265 hp and 244 lb-ft of torque.

MODEL	SELECT NEW OR REVISED FEATURES (see specifications for complete list)
All models	<ul style="list-style-type: none"> • Symmetrical AWD rear badge
All Impreza 2.5i models 	<ul style="list-style-type: none"> • Revised front grille • Retuned suspension
Impreza 2.5i Sport Package 	<ul style="list-style-type: none"> • Revised side sill extensions
Impreza 2.5i Limited Package 	2.5i Sport Package plus/or: <ul style="list-style-type: none"> • Leather seating surfaces • Rally-sport design front seats • MediaHub for iPod® and USB integration • Automatic climate control • 17-inch aluminum alloy wheels
Impreza WRX 	<ul style="list-style-type: none"> • 2.5-litre SUBARU BOXER 4-cylinder (265 hp / 244 lb-ft) • Performance-tuned suspension • Red interior stitching and "WRX" embroidered seatbacks • Aluminum alloy sport pedals • Summer Performance tires • Gunmetal coated aluminum alloy wheels • Large roofline spoiler (5-door) • Revised side sill extensions
Impreza WRX Limited Package (replaces WRX265) 	<ul style="list-style-type: none"> • Leather seating surfaces with red stitching and "WRX" embroidered front seatbacks • MediaHub for iPod® and USB integration

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- ❶ All Impreza models include roof-integrated crossbar mounts for improved versatility and easier crossbar installation.
- ❷ The Impreza 2.5i Limited Package is equipped with 17-inch aluminum alloy wheels for improved differentiation within the Impreza lineup.
- ❸ The side sill extensions have been revised for enhanced product appeal and greater resistance to chipping from road debris.
- ❹ Projector beam hawk-eye headlights cast a bright light that effortlessly illuminates the road ahead.
- ❺ All Impreza 2.5i models incorporate a revised front grille, which gives the front a dynamic and fresh appearance.



- ❶ The Impreza's twin cockpit interior design allows for an improved sense of spaciousness and calls to mind Subaru's rally expertise, where the passenger is fundamental to the overall driving experience.
- ❷ Standard dual front airbags, seat-mounted side airbags, side curtain airbags, whiplash-reducing front-seat head restraints and front seatbelt pretensioners illustrate that safety is not an option on any Subaru.
- ❸ An iPod® or USB device can be controlled directly through the audio system with the MediaHub, a feature exclusive to the 2.5i Limited Package and WRX Limited Package.
- ❹ The 2.5i Limited Package and WRX Limited Package feature leather seating surfaces and rally-sport front seats for an even greater sense of luxury and comfort.

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MODEL LINEUP

2010 IMPREZA

4-door

Manual Transmission	2.5i 2.5L SOHC 5MT	2.5i Sport Package 2.5L SOHC 5MT	2.5i Limited Package 2.5L SOHC 5MT	WRX 2.5L DOHC 5MT	WRX Limited Package 2.5L DOHC 5MT
Automatic Transmission	2.5i 2.5L SOHC 4EAT SS	2.5i Sport Package 2.5L SOHC 4EAT SS	2.5i Limited Package 2.5L SOHC 4EAT SS		

5-door

Manual Transmission	2.5i 2.5L SOHC 5MT	2.5i Sport Package 2.5L SOHC 5MT	2.5i Limited Package 2.5L SOHC 5MT	WRX 2.5L DOHC 5MT	WRX Limited Package 2.5L DOHC 5MT
Automatic Transmission	2.5i 2.5L SOHC 4EAT SS	2.5i Sport Package 2.5L SOHC 4EAT SS	2.5i Limited Package 2.5L SOHC 4EAT SS		

Impreza 2.5i

Horizontally opposed, 4-cylinder, 2.5L SUBARU BOXER engine with i-Active Valve Lift System

170 horsepower and 170 lb-ft of torque

5-speed Manual Transmission (5MT) with Hill Holder system or optional 4-speed Electronic Direct Control Automatic Transmission with SPORTSHIFT® (4EAT SS)

Vehicle Dynamics Control system and Traction Control System

Anti-lock Braking System, Electronic Brake-force Distribution (EBD) and Brake Assist

Brakes (front): Ventilated discs (277 x 24 mm), dual-piston calipers
Brakes (rear): Solid discs (286 x 10 mm), single-piston calipers

Driver and front passenger front and side-impact airbags; side curtain airbags

Height-adjustable, active front-seat head restraints

Engine immobilizer system and anti-theft security system

16-inch steel wheels with wheel covers and Bridgestone® Potenza™ All-Season tires

Power-adjustable, foldable, heated, body-colour door mirrors

Body-colour door handles

Roofline rear spoiler with integrated brake light (5-door)

AM/FM/CD/MP3/WMA audio system with auxiliary audio input, 4 speakers, Radio Data System, vehicle-speed-sensitive volume and SIRIUS® Satellite Radio compatible

Air conditioning with air filtration

Tilt-adjustable steering wheel with integrated cruise controls

60/40-split, flat-folding rear seats

Ebony cloth upholstery

MODEL LINEUP 2010 IMPREZA

Sport Package: Available on Impreza 2.5i

16-inch aluminum alloy wheels
Aerodynamic body-colour side ground effects
Rear underbody diffuser (5-door)
Stainless steel exhaust tip(s)
Windshield wiper de-icer
Low-profile rear spoiler with integrated brake light (4-door)
Power tilting and sliding glass moonroof
Multi-reflector halogen fog lights
Premium AM/FM/6CD/MP3/WMA audio system with SRS CS-Auto™ audio enhancement, 2 tweeters, premium speakers and steering wheel-integrated audio controls
SIRIUS® Satellite Radio installed (free 3-month trial subscription included)
Leather-wrapped gear selector and steering wheel
Heated front seats
Retractable cargo cover (5-door)

Limited Package: Available on Impreza 2.5i and WRX*

17-inch aluminum alloy wheels*
Aerodynamic body-colour side ground effects*
Rear underbody diffuser (5-door)*
Stainless steel exhaust tip(s)*
Wiper de-icer*
Low-profile rear spoiler with integrated brake light (4-door)*
Leather-wrapped gear selector and steering wheel*
Automatic climate control*
Retractable cargo cover (5-door)*
Heated, rally-sport design front seats*
Multi-reflector halogen fog lights
Power tilting and sliding glass moonroof
Premium AM/FM/6CD/MP3/WMA audio system with SRS CS-Auto™ audio enhancement, 2 tweeters, premium speakers and steering wheel-integrated audio controls
SIRIUS® Satellite Radio installed (free 3-month trial subscription included)
MediaHub for iPod®/USB audio integration
Leather seating surfaces

* Select features already standard on WRX

WRX

High-pressure turbocharged and intercooled, horizontally opposed, 4-cylinder, 2.5L SUBARU BOXER engine with Active Valve Control System
265 horsepower and 244 lb-ft of torque
5-speed Manual Transmission (5MT) with Hill Holder system
Shot-peen open-type rear differential
Performance-tuned suspension
Vehicle Dynamics Control system and Traction Control System
Anti-lock Braking System, Electronic Brake-force Distribution (EBD) and Brake Assist
Brakes (front): Ventilated discs (294 x 24 mm), dual-piston calipers
Brakes (rear): Solid discs (286 x 10 mm), single-piston calipers
Driver and front passenger front and side-impact airbags; side curtain airbags
Integrated front-seat head restraints
Engine immobilizer system and anti-theft security system
17-inch aluminum alloy wheels with gun-metal coating and Dunlop® SP SPORT® 01 Summer Performance tires
Body-colour rear liftgate trim (5-door)
Aerodynamic body-colour side ground effects
Rear underbody diffuser (5-door)

Power-adjustable, foldable, heated, body-colour door mirrors
Low-profile rear spoiler with integrated brake light (4-door)
Large roofline rear spoiler with integrated brake light (5-door)
Black stainless steel and mesh-type front grille
Windshield wiper de-icer
AM/FM/CD/MP3/WMA audio system with auxiliary audio input, 4 speakers, Radio Data System, vehicle-speed-sensitive volume
Automatic climate control
Tilt-adjustable, telescopic steering wheel with integrated cruise controls
Leather-wrapped gear selector and steering wheel
Aluminum alloy sport pedals
Retractable cargo cover (5-door)
Heated, rally sport-type front seats
Rear-seat folding centre armrest (4-door)
60/40-split, flat-folding rear seats
Anthracite Black cloth upholstery with red stitching and "WRX" embroidered seatbacks

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VEHICLE SPECIFICATIONS

2010 IMPREZA



	2.5i		WRX	
	4-door	5-door	4-door	5-door
Measurements				
FUEL ECONOMY				
Manual transmission (City/Hwy) (L/100km)	10.6/7.5	10.6/7.5	11.3/8.1	11.3/8.1
Automatic transmission (City/Hwy) (L/100km)	10.4/7.7	10.4/7.7	–	–
Recommended minimum octane (AKI) (*required octane)	87	87	91*	91*
Fuel tank capacity (L)	64	64	64	64
GENERAL WEIGHTS				
Curb weight: Manual transmission (kg)	1390	1390	1440	1440
Curb weight: Automatic transmission (kg)	1420	1420	–	–
Gross Vehicle Weight Rating (GVWR) (kg)	1950	1950	1990	1990
PERFORMANCE				
Engine: Maximum Boost Pressure (PSI)	–	–	13.3	13.3
Performance: 0-100 km/h (Manual transmission) (sec)	–	–	5.4	5.4
EXTERIOR				
Length (mm)	4580	4415	4580	4415
Width (mm) without mirrors	1740	1740	1740	1740
Width (mm) with mirrors	1976	1976	1976	1976
Height (mm)	1475	1475	1475	1475
Wheelbase (mm)	2620	2620	2620	2620
Track: Front (mm)	1495	1495	1495	1495
Track: Rear (mm)	1495	1495	1500	1500
Minimum ground clearance (at curb weight) (mm)	155	155	155	155
Steering: Turns (lock-to-lock)	2.8	2.8	2.8	2.8
Steering: Turning circle (curb-to-curb) (m)	10.6	10.6	10.8	10.8
Drag coefficient (cd)	0.33	0.34	0.34	0.36
INTERIOR				
Headroom: Front (mm)	1023	1023	1023	1023
Headroom: Rear (mm)	954	954	954	954
Legroom: Front (mm)	1105	1105	1105	1105
Legroom: Rear (mm) (minimum)	852	852	852	852
Shoulder room: Front (mm)	1392	1392	1392	1392
Shoulder room: Rear (mm)	1351	1351	1351	1351
Hip room: Front (mm)	1356	1356	1356	1356
Hip room: Rear (mm)	1353	1353	1353	1353
Volume: EPA passenger (L)	2678	2678	2678	2678

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VEHICLE SPECIFICATIONS

2010 IMPREZA

	2.5i		WRX	
	4-door	5-door	4-door	5-door
CARGO AREA				
EPA trunk volume (L)	320	—	320	—
Cargo volume (seats up) (L)	—	538	—	538
Cargo volume (seats folded flat) (L)	—	1257	—	1257
Floor length (seats folded flat) (mm)	1527	1527	1527	1527
Floor length (seats up) (mm)	—	805	—	805
Height (at liftgate) (mm)	—	675	—	675
Liftgate opening width (at beltline) (mm)	—	1050	—	1050
Width between wheel wells (mm)	—	1067	—	1067
Trunk lift over height (mm)	697	—	697	—

GEAR RATIOS				
Manual Transmission (5MT):				
First Gear	3.454	3.454	3.166	3.166
Second Gear	2.062	2.062	1.882	1.882
Third Gear	1.448	1.448	1.296	1.296
Fourth Gear	1.088	1.088	0.972	0.972
Fifth Gear	0.780	0.780	0.738	0.738
Reverse Gear	3.333	3.333	3.333	3.333
Final Drive Ratio	3.900	3.900	3.900	3.900

Automatic Transmission with SPORTSHIFT® (4EAT SS):				
First Gear	2.785	2.785	—	—
Second Gear	1.545	1.545	—	—
Third Gear	1.000	1.000	—	—
Fourth Gear	0.694	0.694	—	—
Reverse Gear	2.272	2.272	—	—
Final Drive Ratio	4.111	4.111	—	—

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EXTERIOR COLOURS



Dark Grey Metallic



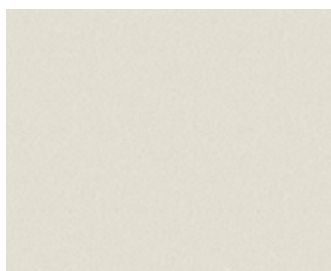
Lightning Red



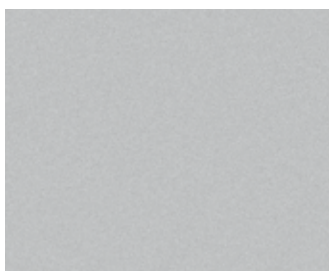
Newport Blue Pearl



Obsidian Black Pearl



Satin White Pearl



Spark Silver Metallic



World Rally Blue Pearl

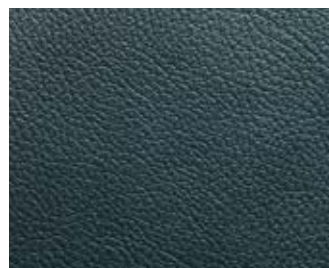
UPHOLSTERY



Ebony Cloth



Anthracite Black Cloth
(with red stitching)



Black Leather

WHEELS



16-inch Steel
(2.5i)



16-inch Aluminum Alloy
(2.5i Sport Package)



17-inch Aluminum Alloy
(2.5i Limited Package)



17-inch Aluminum Alloy
(WRX)

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VEHICLE ORDERING GUIDE

2010 IMPREZA

VEHICLE PRICING

MODEL		ENGINE	TRANSMISSION	MSRP
2.5i	4-door	2.5L SOHC	5MT	\$ 20,995
	4-door	2.5L SOHC	4EAT SS	\$ 22,095
	5-door	2.5L SOHC	5MT	\$ 21,895
	5-door	2.5L SOHC	4EAT SS	\$ 22,995
2.5i Sport Package	4-door	2.5L SOHC	5MT	\$ 24,695
	4-door	2.5L SOHC	4EAT SS	\$ 25,795
	5-door	2.5L SOHC	5MT	\$ 25,595
	5-door	2.5L SOHC	4EAT SS	\$ 26,695
2.5i Limited Package	4-door	2.5L SOHC	5MT	\$ 26,695
	4-door	2.5L SOHC	4EAT SS	\$ 27,795
	5-door	2.5L SOHC	5MT	\$ 27,595
	5-door	2.5L SOHC	4EAT SS	\$ 28,695
WRX	4-door	2.5L DOHC Turbo	5MT	\$ 32,495
	5-door	2.5L DOHC Turbo	5MT	\$ 33,395
WRX Limited Package	4-door	2.5L DOHC Turbo	5MT	\$ 35,495
	5-door	2.5L DOHC Turbo	5MT	\$ 36,395

ALL PRICES ALONG WITH SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE. THE DEALER MAY SELL BELOW SUGGESTED RETAIL WITHOUT FEAR OF RECRIMINATION FROM SUBARU CANADA, INC. MSRP SHOWN EXCLUDES EXCISE TAX FOR AIR CONDITIONING, INLAND FREIGHT AND PRE-DELIVERY CHARGES. MSRP DOES NOT INCLUDE APPLICABLE TAXES.

COLOUR AVAILABILITY

EXTERIOR COLOUR	COLOUR CODE	4-DOOR					5-DOOR				
		2.5i			WRX		2.5i			WRX	
			Sport Package	Limited Package		Limited Package		Sport Package	Limited Package		Limited Package
Dark Grey Metallic	1K	▲	▲	▲	□	□	▲	▲	▲	□	□
Lightning Red	7P	▲	▲	▲	□	□	▲	▲	▲	□	□
Newport Blue Pearl	4Z	▲	-	-	-	-	▲	-	-	-	-
Obsidian Black Pearl	2J	▲	▲	▲	□	□	▲	▲	▲	□	□
Satin White Pearl	7J	▲	▲	▲	□	□	▲	▲	▲	□	□
Spark Silver Metallic	3S	▲	▲	▲	□	□	▲	▲	▲	□	□
World Rally Blue Pearl	2C	-	▲	▲	□	□	-	▲	▲	□	□
INTERIOR TRIM		Cloth	Cloth	Leather	Cloth	Leather	Cloth	Cloth	Leather	Cloth	Leather

▲ : Ebony interior □ : Anthracite Black interior

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