



1998 Subaru Impreza



Brand-new for 1998 is the Impreza 2.5 RS Coupe, shown here in Black Diamond Pearl. The All-Wheel Drive RS borrows its aerodynamic looks and performance features from Subaru's highly successful rally heritage. Under the hood, it packs a powerful 2.5 litre, 165 hp DOHC 'boxer' engine. Other rally features include a hood scoop and rear spoiler as well as 16" gold alloy wheels.



REMEMBER WHEN
DRIVING WAS THIS MUCH
FUN? INTRODUCING THE
1998 ALL-WHEEL DRIVE
SUBARU **IMPREZA**. ONE
TEST DRIVE AND IT'LL
REFRESH YOUR MEMORY.

Racing improves the breed. That's why rally-prepared Subaru Imprezas have won big-time in the World Rally Championship, a series of gruelling races in over 10 different countries, through every imaginable kind of weather and road condition. In fact, Subaru has won the Manufacturers' Championship the past two years.

The same cutting-edge engineering and dedication to excellence that went into achieving our outstanding track record in rallying goes into every Subaru Impreza we build – from the value-packed Brighton



Rear spoiler 2.5 RS badging not included.



To ensure your Subaru Impreza is a winner on city streets and country roads, Subaru made it a winner on the world's most demanding rally circuit.

In fact, Subaru is now the leader on the world rally scene. In 1995, the Impreza rally team clinched both the World Rally Manufacturers' Championship and the Driver's Crown. Then they repeated the Manufacturers' Championship victory again in 1996.

From blistering desert heat to ice-covered Arctic tundra, Subaru places their vehicles in these grueling tests of endurance and

performance to develop and refine technology innovations and safety enhancements that can be manufactured into every Subaru vehicle.

For example, Subaru remains the only car manufacturer to offer All-Wheel Drive throughout its entire model line. Studies have proven that All-Wheel Drive, when compared against front wheel drive or traction control, reduces driver tension and fatigue while also improving driver confidence. AWD is an active safety system that



makes good sense for all road conditions. And while you may never test your Impreza to the limit quite the way we do, it's nice to know that no matter what the conditions, your rally-proven Subaru is ready to perform.



Sport Wagon and the sleek Impreza Sedan, to the hot new 2.5 RS Coupe.

For example, take our advanced All-Wheel Driving system. This full-time AWD system gives our competitive drivers a performance edge, because it provides optimum traction and control in all weather and driving conditions. And in everyday situations, it gives drivers a safety edge for just the same reasons. AWD is a key ingredient in our 'active safety' philosophy.

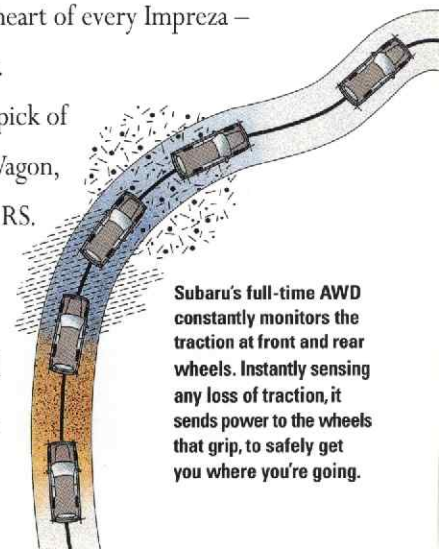
Every Impreza also features state-of-the-art passive safety systems. Including

front and rear crumple zones, rigid unibody construction, dual airbags*, and side impact protection. With the best of both approaches to safety on your side, you'll have unprecedented peace of mind in your Subaru Impreza.

Your physical comfort is equally well provided for. Each Impreza model has its own distinctive style, and plenty of room where it counts. For example, there's more front leg and headroom than you'll find in most of the competition. And, the Impreza offers a wide array of comfort and convenience features, all as standard equipment.

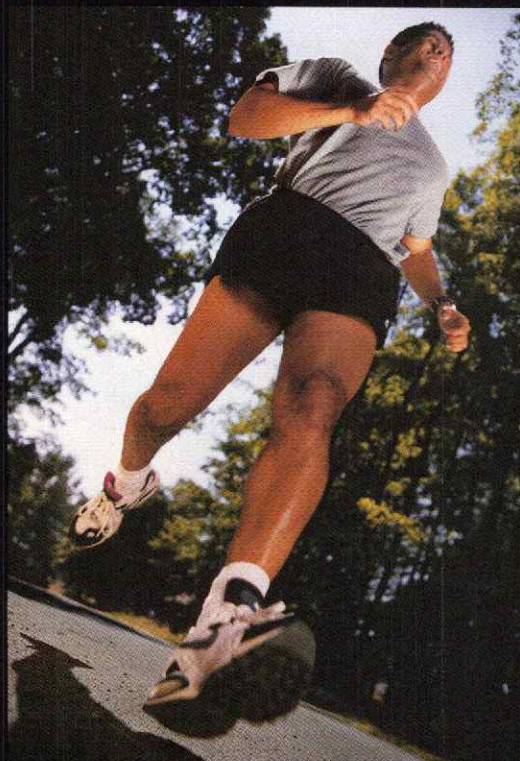
With a little closer examination, you'll find two more legendary Subaru traits – a potent 'boxer' engine and four-wheel independent suspension. Both add to the performance story and both are at the heart of every Impreza – rally car or road car.

So take your pick of the Brighton Sport Wagon, the Sedan, or the 2.5 RS. Each Impreza is a winner in its own right. And they're all serious fun to drive.



Subaru's full-time AWD constantly monitors the traction at front and rear wheels. Instantly sensing any loss of traction, it sends power to the wheels that grip, to safely get you where you're going.

*Always wear your seat belt. The Supplemental Restraint System (airbags) is designed to work in conjunction with your seat belt system.



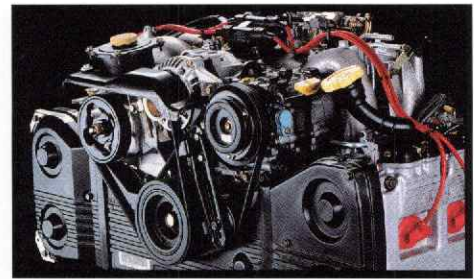
THE ALL-NEW **2.5 RS**
IS BOUND TO MAKE
ITS MARK. BECAUSE
THE TRUE MEASURE
OF PERFORMANCE IS
CLOCKED IN MILES,
AS WELL AS SECONDS.

While every Impreza – and every Subaru, for that matter – benefits from lessons we learn in capturing the World Rally Championship, the connection is a bit more direct with the new 2.5 RS Coupe. With its aggressive hood scoop and rear spoiler, the resemblance between the 1998 2.5 RS and our WRC rally cars is striking, to say the least.

Under the hood, the RS employs an impressive 2.5 litre, 165 hp DOHC version of our renowned 'boxer' engine. The long-travel, fully independent MacPherson strut-type suspension is sport tuned to maximize



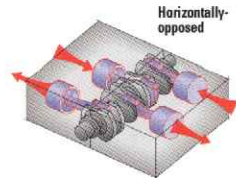
The 2.5 RS is a car built for drivers who enjoy real performance. One test drive behind the wheel and you'll see what we mean. A leather-wrapped steering wheel and gear-shift knob, along with distinctive sport cloth for the seating, are just a few of the interior features that help bring the rally-feel inside. An optional CD player is shown as part of the stereo system.



The RS Coupe's 2.5 litre, 16-valve DOHC 'boxer' engine delivers 165 hp and 162 ft-lb of torque at 4,000 rpm. The boxer's broad torque range allows versatile performance, from impressive start-up acceleration to responsive highway passing. It can be matched with a standard 5-spd. manual transmission or an optional 4-spd. automatic.

The boxer's horizontally-opposed piston layout (the same configuration found in both the Ferrari Testarossa and Porsche 911) has both performance and aerodynamic advantages. Instead of a vertical alignment of an 'in-line' engine, the pistons are placed in horizontal

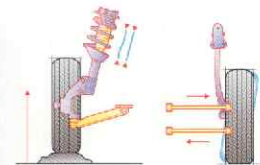
opposition, with the 'punch, counter-punch' action helping to cancel vibrations. It also allows for a shorter, lighter crankshaft that can be centred in the block. The result is smooth, responsive



performance with less engine vibration. This compact design lies flatter, with its weight centred lower to the ground than 'in-line' engines. Better balance makes for improved handling and more stability.



The Subaru 2.5 RS employs a sophisticated 4-sensor, 4-channel anti-lock braking system with vented front disc brakes and rear solid discs.



A fully independent sport-tuned suspension helps maintain traction and surefooted stability. Rear parallel-link MacPherson strut-type and front and rear stabilizer bars provide superb road handling.



the performance advantage of the all-weather

traction and control provided by the sophisticated full-time All-Wheel Drive powertrain.

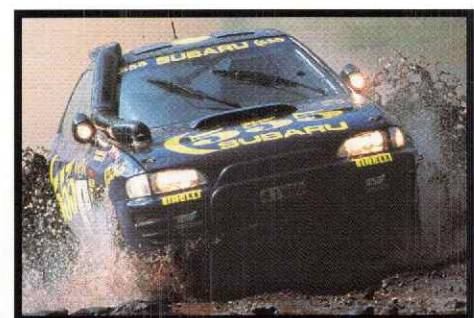
The aerodynamic ground-effects help the 2.5 RS stay planted at highway speeds, and the 4-sensor, 4-channel anti-lock braking system provides superior braking control on a par with this vehicle's substantial go-power. Gold 16-inch alloy wheels and low profile

205/55 R16 tires give further notice of the racing heritage and sporting intent of the 2.5 RS – as does the rear WRC rally badge.

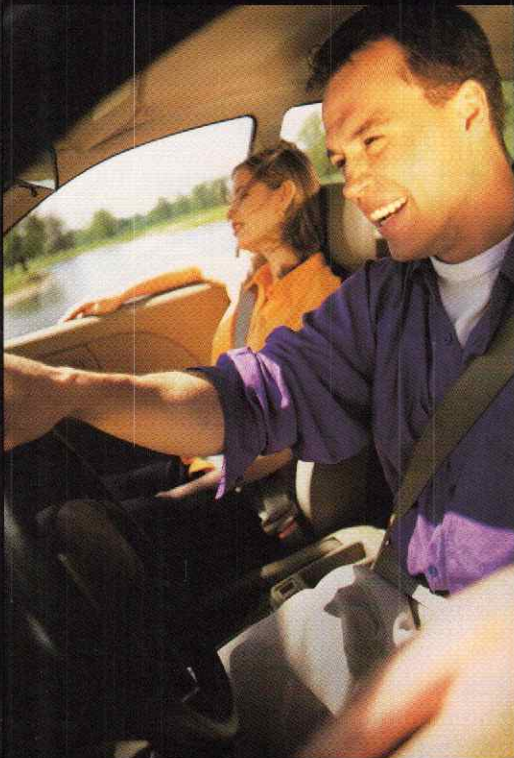
The performance story continues inside. Sporty, full analog instrumentation provides easy at-a-glance reference to key driving data. You'll also capture that racing feel with the leather-wrapped shift knob and sport steering wheel, as well as the sport-designed front bucket seats. But there's also a full card of convenience features that are standard equipment, like power locks and windows and an AM/FM cassette stereo. A power sunroof

adds an element of open-air excitement to complement your enjoyment of the open road.

If this looks like a car that could get your pulse racing, drive one soon. You won't be disappointed. With the new Impreza 2.5 RS, what you see is definitely what you get.



World-class and sophisticated, the Impreza Sedan looks as good as it drives. Shown here in Glacier White with accessory alloy rims, rear spoiler and splash guards, the Impreza Sedan comes fully loaded. Full-time All-Wheel Drive, four-wheel independent suspension and a host of comfort features such as CFC-free air conditioning and power locks and windows are all standard equipment.



YOU'RE ON THE
ROAD TO A PERFECT
RELATIONSHIP WHEN
YOU LOOK FORWARD
TO THE **JOURNEY**
AS MUCH AS THE
DESTINATION.

On good looks alone, there's a lot to like about a Subaru Impreza Sedan. But this beauty is more than skin deep. Beneath that lean, low, aerodynamic exterior lies a poised and powerful package of advanced automotive technology that makes the Impreza Sedan every bit as satisfying to drive as it is to look at.

At the heart of the matter is full-time All-Wheel Drive. Take an Impreza out a few times — on any road, in any weather condition — and you'll soon learn to love the tremendous advantages All-Wheel Drive has to offer. With speed-sensitive power steering, 4-wheel



Fog lamps are available accessories on the Impreza Sedan and Brighton Sport Wagon.



independent MacPherson strut-type suspension, and a smooth

and efficient 2.2 litre 'boxer'

engine, the Impreza Sedan offers the optimum in traction, handling, and active driving safety. In short, it's an absolute pleasure to drive.

But you don't even have to be behind the wheel to understand the appeal. Along with more front seat leg and headroom than the Toyota Corolla or the Acura Integra, the Impreza Sedan offers ample seating for five

adults. Plus an impressive list of amenities, including CFC-free air conditioning, dual powered outside mirrors, power windows and door locks and an 80-watt, 4-speaker AM/FM stereo cassette audiophile sound system – all as standard equipment.

If all of this makes it sound like the 1998 Impreza Sedan might be the perfect match for you, you may well be right. According to *The Car Book*,* Impreza has the lowest owner complaint rate of any vehicle in North America. In the long run, that's a pretty good basis for any relationship.

The Impreza Sedan offers ample seating for five adults, with impressive leg and headroom. The fully reclining front bucket seats are comfortable, yet firmly supportive. And with the tilt steering column, it's easy to find your perfect driving position. Sightlines are wide and open and with a

redesigned dash, gauges are positioned for easy at-a-glance reference. Under the hood, you'll find plenty of power with the horizontally-opposed 2.2 litre, 137 hp engine, and either the standard 5-spd. manual transmission or an optional 4-spd. electronic automatic transmission.



*According to *The Car Book*, Jack Gillis, 1995 edition.

The 1998 Impreza Brighton Sport Wagon, shown here in Brilliant Red with accessory roof rack, rear spoiler and splash guards, is Canada's most affordable All-Wheel Drive vehicle. And while it's value-priced, there's no scrimping on performance or features – with a powerful 2.2 litre, 137 hp 'boxer' engine, over 1.58 m³ of cargo capacity plus plenty of convenience-related extras that come as standard equipment – like an AM/FM cassette stereo, intermittent wipers and dual powered outside mirrors.



THE ALL-WHEEL DRIVE
IMPREZA SPORT WAGON:
DEPENDABLE AND ABLE
TO FETCH JUST ABOUT
ANYTHING YOU NEED.
IT MIGHT JUST BECOME
YOUR NEW BEST FRIEND.

The irreplaceable Impreza Brighton Sport Wagon is clearly a breed apart. It's as much fun to drive as any little sports job around. Yet it's roomy and every bit as practical as many much bulkier looking wagons.

The Brighton Sport Wagon also offers tremendous value with a long list of comfort, convenience, and safety features all included as standard equipment – including Subaru's sophisticated, full-time All-Wheel Drive. In fact, it is the most affordable All-Wheel Drive vehicle available in North America.

Full-time AWD provides optimum



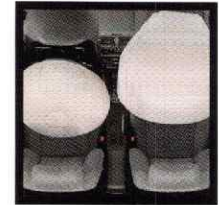
Low liftover height and a wide, overhead lift-style tailgate make loading and unloading a breeze. Plus, a convenient, retractable cargo area cover comes as standard equipment on the Brighton Sport Wagon.



When you fold down the handy 60/40 split rear seats, the Brighton Sport Wagon's cargo area can be expanded to over 1.58 m³, with the flexibility to easily handle extra-long items or a combination of luggage and seating.



Side-impact beams, front and rear crumple zones and an uncompromising steel safety cage protect both driver and passengers. Unibody construction improves structural rigidity to reduce body flex, even on rough roads.



In line with Subaru's commitment to safety, dual airbags are standard equipment on all Impreza models. To ensure proper deployment, Subaru uses only the highest quality, pretested sensors for your protection.



For a more enjoyable drive, CFC-free air conditioning is standard equipment on the L Sedan and 2.5 RS, and is optional on the Brighton Sport Wagon.



A powerful 80W AM/FM cassette stereo is standard. The L Sedan and 2.5 RS are enhanced with a 4-speaker system. Optional CD player is shown.

performance, handling, and driving safety on any road surface, in all weather conditions. It's the best foul-weather friend you can have.

The efficient, horizontally-opposed 2.2 litre 137 hp 'boxer' engine, teamed with either the sporty 5-speed manual transmission or a smooth 4-speed electronic automatic, offers strong performance with impressive fuel economy. And, with long-travel independent suspension at all four wheels, the handling is superb and the ride is great.

Inside, there's plenty of room. With more headroom and leg room than most

competitive models, the Brighton Sport Wagon comfortably seats five adults. Or, with the versatile 60/40 rear seats folded down, there's over 1.58 m³ of space for taking along extra cargo or 4-legged friends. That's more than the 4-door Geo Tracker or the Saturn Wagon.

So when you consider that over 93% of all AWD Subarus sold in the last 10 years are still on the road,* chances are your trusty Brighton Sport Wagon will be there to cheer you up every day after work. And eager for a good long run on the weekends, for many years to come.

New for the 1998 Impreza model line is an ergonomically redesigned dashboard and control panel that positions gauges for easy at-a-glance reference and all dials and controls within convenient reach. Even cupholders have been improved and all gauges reconfigured with a more

sporty look. Your driving pleasure is further enhanced with a tilt steering column to adjust to your favourite driving position. Double-sealed windows and strategically placed sound-absorbers ensure that the maximum amount of exterior noise is kept outside.



*R.L. Polk & Company Registration Statistics for 1996, as well as Canadian Vehicle Registration Data.

SPECIFICATIONS

Below you'll find a complete profile of detailed specifications for 1998 Subaru Impreza models. Each component is engineered and manufactured to world-class standards. That's why 93% of All-Wheel Drive Subaru vehicles sold in the last ten years are still on the road.

Engine

Horizontally-opposed, 4 cylinders, sequential multi-point fuel injection

2.5 litre DOHC, 16-valve (2.5 RS model only)

165 hp @ 5,600 rpm
162 ft-lb torque @ 4,000 rpm
9.7 to 1 compression ratio

2.2 litre SOHC, 16-valve

137 hp @ 5,400 rpm
145 ft-lb torque @ 4,000 rpm
9.7 to 1 compression ratio

Transmission

Automatic, 4-speed electronic Available on all models
Manual, 5-speed Standard on all models

Drivetrain

Full-time All-Wheel Drive Standard on all models

Chassis

Suspension 4-wheel fully independent with coil springs
Front: MacPherson strut-type, with lower L-arms
Rear: MacPherson strut-type, with dual parallel links
Front and rear stabilizer bars, sport tuned (2.5 RS only),
Brakes ABS, 4-sensor, 4-channel, 4-wheel discs (standard on 2.5 RS)
Front-ventilated discs and rear drums (Sedan and Brighton)
Front-ventilated discs and solid rear discs (2.5 RS)
Steering Power-assisted (engine speed sensing) rack and pinion
10.2 m minimum turning circle (curb-to-curb)

Capacities and Weights

Fuel tank: 60 litres
Curb weight (kg):
Brighton Sport Wagon 5MT - 1245 4EAT - 1281
Sedan 5MT - 1220 4EAT - 1256
2.5 RS 5MT - 1281 4EAT - 1309

Electrical System

Alternator 12 volt, 75 amp
Ignition system Distributorless electronic

Exterior Dimensions

Sedan, Brighton Sport Wagon and 2.5 RS
Wheelbase (mm) 2520
Overall length (mm) 4375
Overall width (mm) 1705
Overall height (mm) 1410

Interior Dimensions

	Brighton Sport Wagon	Sedan	2.5 RS
Front/rear			
Headroom (mm) 995/933	995/933	995/933	965/933
Leg room (mm) 1094/825	1094/825	1094/825	1094/825
Shoulder room (mm) 1335/1315	1335/1315	1335/1315	1335/1325
Cargo space:			
(trunk, EPA index) 0.31 m ³	0.31 m ³	0.31 m ³	0.31 m ³
(seat down, SAE index) 1.58 m ³	1.58 m ³	1.58 m ³	1.58 m ³
(seat up, EPA index) 0.72 m ³	0.72 m ³	0.72 m ³	0.72 m ³

Impreza Features

	Brighton Sport Wagon	Sedan	2.5 RS
Safety Features			
Full-time All-Wheel Drive	●	●	●
ABS, 4-sensor, 4-channel	-	-	●
Driver and front-passenger airbags	●	●	●
Steel safety cage	●	●	●
Side-impact door beams	●	●	●
Front and rear crumple zones	●	●	●
Collapsible steering column	●	●	●
3-point front seat belts with adjustable anchors	●	●	●
3-point ALR/ELR outer passenger seat belts	●	●	●
Child protection rear door locks	●	●	-
Child safety seat anchors	●	●	●
Energy absorbing bumpers	●	●	●
Exterior Features			
Daytime running lights	●	●	●
Halogen headlights (automatic-off)	●	●	●
Halogen fog lamps	-	-	●
Colour-keyed bumpers	●	●	●
Intermittent windshield wipers	●	●	●
Rear wiper/washer	●	-	-
Dual power mirrors	●	●	●
Rear window defogger	●	●	●
Tinted and laminated front windshield	●	●	●
Alloy wheels	Acc	Acc	●
15" steel wheels with 195/60 R15 tires and full wheel covers	●	●	-
16" gold alloy wheels with 205/55 R16 tires	-	-	●
Roof rack	Acc	Acc	-
Power sunroof	-	-	●
Front hood scoop and hood vents	-	-	●
Rear spoiler	Acc	Acc	●
Ground effects	-	-	●
Interior Features			
Air conditioning (CFC-free)	Acc	●	●
Power windows	-	●	●
Power door locks	-	●	●
Tilt steering column	●	●	●
Cup holders	●	●	●
Reclining front bucket seats	●	●	●
Sport style seats	-	-	●
60/40 split rear seats	●	-	-
12-volt outlet with cap (front dash)	●	●	●
Passenger vanity mirror	-	●	●
Cruise control	Acc	Acc	Acc
Tachometer	-	●	●
80W/2-speaker stereo system w/cassette	●	-	-
80W/4-speaker stereo system w/cassette	-	●	●
CD player	Acc	Acc	Acc
Digital clock	●	●	●
Low fuel light	●	●	●
Leather-wrap steering wheel and shift knob	-	-	●
Retractable cargo area cover	●	-	-

Subaru's reputation for durability and reliability has been built on experience gained from producing top-performing rally vehicles.



● Standard feature - Not available Acc Available accessory

COLOURS

Subaru's quality finish is the result of a multi-step protection process, with successive coatings applied including electrodeposition priming to make every car more corrosion-proof. Rocker panels, wheel wells, underframe and the gas tank are all coated with sealer and rust proofing material.

Interior Colours Exterior Colours

Brighton Sport Wagon

Grey cloth Brilliant Red
 Beige cloth Glacier White,
 Acadia Green Metallic

Sedan

Grey cloth Brilliant Red
 Beige cloth Glacier White,
 Acadia Green Metallic

2.5 RS

Grey/black sport cloth Black Diamond Pearl,
 Brilliant Red,
 Rally Blue Pearl



Glacier White



Acadia Green Metallic



Beige cloth



Beige side bolster



Black Diamond Pearl



Brilliant Red



Grey cloth



Grey side bolster



Rally Blue Pearl



Grey/black sport cloth



Black side bolster

Are you on-line?

If you would like more information on any Subaru model, just visit Subaru Canada On-line at www.subaru.ca. You'll find in-depth technical information, up-to-date pricing information, and a whole lot more!



You'll also find dealer locations, Subaru owner stories, World Rally information and a listing of up-coming Subaru-sponsored events

like the Subaru Canada Ironman Series. We're proud to have one of the first truly Canadian automotive websites. If you haven't already, check us out. And keep returning for the most up-to-date information available.

WARRANTIES

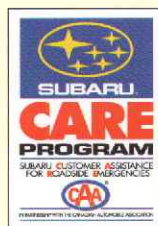
Subaru's comprehensive warranty package was designed to deliver peace of mind. Every Subaru is backed by a 5-year/100,000 km



warranty covering major components and powertrain, as well as a 3-year/60,000 km,

'bumper-to-bumper,' no-deductible warranty. Subaru also provides a Rust Perforation Warranty and an Emission Control Warranty.

All service and warranty work is performed by expert technicians using genuine Subaru parts. But no matter how reliable an automobile is, there will be times when emergencies occur. That's why Subaru also protects you for 3 years with Subaru CARE – Customer Assistance for Roadside Emergencies.™



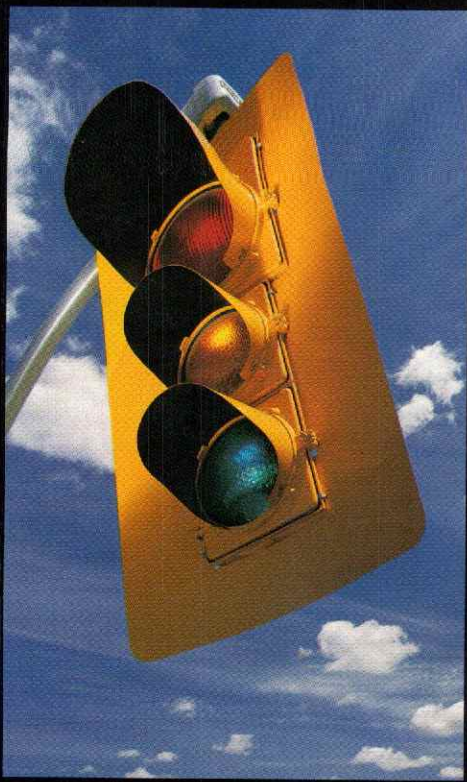
Backed by the Canadian Automobile Association, it's one of the most comprehensive 24-hour roadside assistance programs available, delivering safety and reassurance wherever you may travel in North America. Plus, you receive the added benefits of a CAA membership – like personalized trip planning plus other special CAA programs and services.

*The Supplemental Restraint System (airbags) affords the driver and passenger additional protection in a frontal collision. This system provides supplemental protection only, and seat belts must be worn in order to avoid injuries to out-of-position occupants upon bag deployment and provide the best combined protection in a serious accident. All illustrations and specifications in this brochure are based on the latest product information available at time of publication. Some information may change due to product revisions which may have occurred after printing. Colours shown may vary due to reproduction and printing process. Subaru Canada, Inc. reserves the right to make changes at any time, without notice, to prices, colours, materials, equipment, specifications and models and to discontinue models or equipment. For complete details on product updates, warranties or the Subaru CARE program, please contact your Subaru dealer. Subaru, Impreza, Subaru CARE and Subaru CARE Customer Assistance for Roadside Emergencies are registered trademarks.



SUBARU
 The Beauty of All-Wheel Drive.™





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SUBARU
IMPREZA

At Subaru, we believe in building cars that offer real value. Engineered for solid comfort, reliable performance, rugged durability, and most of all, active safety.

Together with our network of dealers coast to coast, we take pride in producing and servicing world-class vehicles. With the ability to exceed the driving challenges our owners face every day. That's why we're especially proud that Subaru has won the World Rally Championship Manufacturers' Title for the past two consecutive years.

This prestigious motor-sport series tests the world's best not just for speed, but for comprehensive performance, under the widest possible variety of driving conditions – from the ice and snow of the Arctic to the mud and blazing heat of Kenya.

Gruelling competition is just one way our engineers continually improve upon world-leading technology. It's experience we build into everyday performance and reliability.

Most of all, we believe there's no better safety advantage than the control provided by All-Wheel Drive. That's why it comes as standard equipment on every vehicle we make. And while other manufacturers are starting to catch on to this, we've specialized in All-Wheel Drive technology for over 25 years. You might say it's what sets us apart from the rest.

 **SUBARU**
The Beauty of All-Wheel Drive.™

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