

SUBARU ANNOUNCES PRICING ON 2023 CROSSTREK AND CROSSTREK HYBRID

- *New Crosstrek Special Edition debuts in exclusive Desert Khaki exterior color*

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- *Unique exterior and interior finishes on new Special Edition*

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- *Subaru Symmetrical All-Wheel Drive standard*

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- *Standard EyeSight®; Driver Assist Technology (CVT-equipped models)*

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- *2.5-liter 182 hp engine standard on Sport and Limited trim levels*

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- *EPA-estimated 35 MPG / 90 MPGe for Hybrid model*

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- *Starting price for Crosstrek is \$23,645*

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- *Crosstrek Hybrid starts at \$36,845*

Camden, N.J., June 8, 2022

Subaru of America, Inc. announced pricing on the 2023 Crosstrek and Crosstrek Hybrid compact SUV models. New for 2023, the Crosstrek Special Edition debuts in an exclusive exterior color, Desert Khaki, complemented by unique exterior and interior elements.

The 2023 Crosstrek is available in Base, Premium, new Special Edition, Sport, and Limited trims, while the Crosstrek Hybrid is offered in a single highly-equipped trim level. Both models will begin arriving at Subaru retailers this Summer.

Every Crosstrek comes standard with legendary Subaru Symmetrical All-Wheel Drive, Active Torque Vectoring, and 8.7-inch ground clearance, making it a highly capable compact SUV.

The Crosstrek Base and Premium are powered by a 152-hp 2.0-liter 4-cylinder SUBARU BOXER® engine. Both trim levels are offered with either a standard 6-speed manual transmission or optional Lineartronic® CVT (continuously variable transmission). The CVT models achieve EPA-estimated fuel economy of 28 city / 33 highway / 30 combined MPG. The 6-speed manual models are rated at 22 city / 29 highway / 25 combined MPG. The Special Edition comes standard with the 2.0-liter BOXER engine paired with Lineartronic CVT.

The 2023 Crosstrek Sport and Limited come standard with a 182 hp 2.5-liter BOXER engine paired with

a Lineartronic® CVT. Both models achieve an EPA-estimated fuel economy of 27 city / 34 highway / 29 combined MPG. Standard on CVT-equipped models, except the Base, is an 8-speed manual mode with steering wheel paddle shifters.

The Crosstrek Hybrid is powered by StarDrive® Technology which uniquely integrates two electric motors, a 2.0-liter direct-injection SUBARU BOXER® engine, Subaru Symmetrical All-Wheel Drive, and Lineartronic® CVT. This plug-in SUV achieves up to 17 miles of pure electric driving as well as delivering an EPA-rated 35 MPG/90 MPGe and 480-mile total range.

All Crosstrek models with the Lineartronic CVT come standard with Subaru's award-winning EyeSight® Driver Assist Technology featuring Automatic Pre-Collision Braking; Pre-Collision Throttle Management; Lane Keep Assist; Lane Departure and Sway Warning; and Lead Vehicle Start Alert. The EyeSight system also includes Advanced Adaptive Cruise Control with Lane Centering for added convenience.

The Crosstrek Limited and Crosstrek Hybrid further bolster driver assistance with standard High Beam Assist; Reverse Automatic Braking; and Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert. Standard Steering Responsive Headlights on Hybrid and Limited illuminate curves as the vehicle steers into them.

All 2023 Crosstrek models include seven airbags: driver and front passenger frontal airbags, side curtain airbags and side pelvis/torso airbags, as well as a driver's knee airbag. The Rear Seat Reminder (standard with CVT-equipped models) is designed to help prevent child or pet entrapment by alerting the driver to check the rear seat before exiting the vehicle.

Compact SUV with Big Value

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The 2023 Crosstrek Base trim has a starting price of \$23,645 and comes standard with the SUBARU STARLINK® 6.5-inch Multimedia system; automatic climate control; power windows with auto up/auto down on front windows; 60/40-split fold-down rear seat; power door locks and side mirrors; multifunction display with fuel economy information; tilt and telescoping steering column; keyless entry; security system with engine immobilizer; USB A input/charge port; carpeted floor mats; and more.

The Base trim is available with either a 6-speed manual transmission or Lineartronic CVT. Upgrading to the Lineartronic CVT adds EyeSight® Driver Assist Technology; X-MODE with Hill Descent Control; SI-DRIVE; high-grade combination meter with color LCD; Tire Pressure Monitoring System with individual tire display and automatic individual wheel ID registration.

The Crosstrek Premium starts at \$24,795 and adds the SUBARU STARLINK 6.5-inch Multimedia Plus system; STARLINK Safety and Security features; STARLINK Concierge Services; fog lights; All-Weather Package (heated front seats, windshield and exterior mirrors); body-color exterior mirrors; dual USB A input/charge ports; On/Off automatic headlights linked to windshield wiper operation, and Welcome Lighting. Additional standard features for Premium include a 6-speaker sound system; retractable cargo cover; cargo tray; and leather-wrapped steering wheel and shift lever handle.

The Premium is also available with either a 6-speed manual transmission or Lineartronic CVT. Upgrading to the Lineartronic CVT adds EyeSight® Driver Assist Technology; X-MODE with Hill Descent Control; SI-DRIVE; high-grade combination meter with color LCD; Tire Pressure Monitoring System with individual tire display and automatic individual wheel ID registration.

An option package that includes Power Moonroof; Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert; Keyless Access with Push-Button Start; and 6-way power driver's seat is available for an MSRP of \$1,995.

New for this year is the Crosstrek Special Edition (SE). Priced at \$26,745, the SE evokes a spirit of classic adventure with its exclusive Desert Khaki exterior color. The exterior is further distinguished by 17-inch aluminum alloy wheels in Dark Gray finish as well as side mirrors, front grille bar, antenna, and door handles in Crystal Black Silica. The exterior badges finished in Low Luster Black complete the overland-inspired palette.

The SE interior comes in black and red upholstery with red contrast stitching throughout the cabin including the front and rear cloth seats, door armrests, leather-wrapped steering wheel, shifter boot, combination meter visor, dash panel, and center console. Interior trim accents finished in Low Luster Black put the final touch on this unique interior. The Special Edition includes all features from the Premium and adds the SUBARU STARLINK® 8.0-inch Multimedia Plus system as standard.

Starting at \$27,995, the Crosstrek Sport builds on the Premium with Keyless Access with Push-Button Start and a high-power LED rear gate light. The Sport offers unique exterior trim elements that include specific wheel arch moldings and gunmetal finish for the front grille, side mirrors, antenna, and badges. Also standard on Sport are 17-inch alloy wheels finished in Dark Gray.

On the inside, the Sport features a comfortable and durable interior perfect for the road or on the trail. The seats are wrapped Subaru StarTex®; water-repellant material that includes the Crosstrek logo embossed in the seatbacks. The Sport trim's cabin is further distinguished by yellow contrast stitching, gunmetal and simulated carbon fiber interior trim accents, and a high-grade gauge cluster with color LCD and yellow metallic finish trim rings.

Exclusive to Sport is dual-function X-MODE® with Hill Descent Control. X-MODE functions include SNOW/DIRT and DEEP SNOW/MUD settings to optimize all-wheel drive performance for difficult weather or road conditions. All other Crosstrek trim levels equipped with CVT (as well as Crosstrek Hybrid) feature standard X-MODE with Hill Descent Control.

An available option package for Sport includes Power Moonroof; Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert; and SUBARU STARLINK 8.0-inch Multimedia Plus system for \$1,600 MSRP.

Priced from \$29,495, the Crosstrek Limited builds on the Premium with features including Keyless Access with Push-Button Start; SUBARU STARLINK 8.0-inch Multimedia Plus system; and high-grade multifunction display with color LCD. The Limited trim's exterior upgrades include 18-inch black aluminum alloy wheels with machine finish and body-color exterior mirrors with integrated turn signals.

The Limited comes standard with Steering Responsive LED (low and high beam), LED daytime running lights, and LED fog lights. High Beam Assist for better nighttime visibility is also standard.

The cabin features black or gray leather with contrast orange stitching on seats, shift lever boot, center console storage lid, door armrests and instrument panel.

An optional Power Moonroof is available on the Limited for an MSRP of \$1,000. A more comprehensive option package includes the Power Moonroof along with SUBARU STARLINK 8.0-inch Multimedia

Navigation system powered by TomTom®; and Harman Kardon®; premium audio system for an MSRP of \$2,395.

Priced at \$36,845, the Crosstrek Hybrid includes all the features the Limited plus 18-inch lightweight aluminum alloy wheels in black with machine finish and unique exterior and interior trim appointments. Exclusive to Crosstrek Hybrid, STARLINK Connected Services include Remote Climate Control and Remote Battery Charging Timer and are included in the Hybrid's free 10-year subscription to the STARLINK Safety and Security Plus package.

Crosstrek Hybrid has an available option package that includes Power Moonroof; SUBARU STARLINK 8.0-inch Multimedia Navigation system powered by TomTom; Harman Kardon premium audio system; and heated steering wheel for an MSRP of \$2,500.

SUBARU STARLINK® In-Vehicle Technology

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The STARLINK Multimedia systems in the 2023 Subaru Crosstrek feature a high-resolution touchscreen; smartphone integration with Apple CarPlay®, Android Auto™ and Bluetooth®; hands-free phone and audio streaming connectivity; voice activated controls for smart phone; and AM/FM stereo. The 6.5-inch Multimedia Plus standard on Premium and Sport adds a single-disc CD player; SiriusXM®; Platinum Plan and Travel Link®; (4-month free subscriptions); and HD Radio®; and Wi-Fi hotspot capability (subscription required).

The 8.0-inch Multimedia Plus, standard on Limited and Hybrid and optional for others, adds over-the-air updates and Near Field Communication. The top-of-the-line 8.0-inch Multimedia with Navigation, optional for Limited and Hybrid, adds voice-activated navigation powered by TomTom (3-year free over-the-air map updates) and SiriusXM Traffic (3-year free subscription) and SiriusXM Travel Link (3-year free subscription).

The available STARLINK Safety Plus Package includes SOS emergency assistance, enhanced roadside assistance, advanced automatic collision notification, maintenance notifications, monthly vehicle health report, and diagnostic alerts.

The STARLINK Safety Plus & Security Plus Package adds remote engine start with climate control; stolen vehicle recovery service; vehicle security alarm notification; remote lock/unlock; remote horn and lights; and remote vehicle locator. Parenting features include boundary, speed, and curfew alerts.

The STARLINK Concierge Package adds in-vehicle assistance for restaurant and hotel reservations, purchasing tickets for sporting/theater events and scheduling service appointments.

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2023 Crosstrek

Model/Trim

Transmission

Applicable Option Code

MSRP

MSRP + destination and delivery

BaseD

6MTD

01D

\$23,645D

\$24,870

BaseD

CVTD

03D

\$24,995D

\$26,220

PremiumD

6MTD

11D

\$24,795D

\$26,020

PremiumD

CVTD

13D

\$26,145D

\$27,370

PremiumD

CVTD

14D

\$28,140D

\$29,365

Special EditionD

CVTD

15D

\$26,745D

\$27,970

SportD

CVTD

21D

\$27,995D

\$29,220

SportD

CVTD

22D

\$29,595D

\$30,820

Limited
CVT
31
\$29,495
\$30,720

Limited
CVT
32
\$30,495
\$31,720

Limited
CVT
33
\$31,890
\$33,115

2023 Crosstrek Option Packages

Code
Description
MSRP

01
Standard Model (6MT)
Std.

03
Standard Model (CVT and EyeSight)
Std.

11
Standard Premium Model (6MT)
Std.

13
Standard Premium Model (CVT)
Std.

14
Moonroof + Blind Spot Detection/ Rear Cross Traffic Alert +Keyless Access with Push-Button Start +
Power Driver Seat
\$1,995

15
Desert Khaki exterior paint + 8.0-inch STARLINK Multimedia Plus system
\$600

21

Standard Sport ModelĐ
Std.

22Đ

Moonroof + Blind Spot Detection/ Rear Cross Traffic Alert + 8.0-inch STARLINK Multimedia Plus
systemĐ
\$1,600

31Đ

Standard Limited ModelĐ
Std.

32Đ

MoonroofĐ
\$1,000

33Đ

Moonroof + Navigation System + Harman Kardon Amplifier and SpeakersĐ
\$2,395

2023 Crosstrek Hybrid

Model/TrimĐ

TransmissionĐ

Applicable Option CodeĐ

MSRPĐ

MSRP + destination and delivery

HybridĐ

CVTĐ

01Đ

\$36,845Đ

\$38,070

HybridĐ

CVTĐ

02Đ

\$39,345Đ

\$40,570

2023 Crosstrek Hybrid Option Packages

CodeĐ

DescriptionĐ

MSRP

01Đ

Standard Model (Hybrid)Đ
Std.

02Đ

Moonroof + Navigation System + Harman Kardon Amplifier and Speakers + Heated Steering Wheel\$2,500

Destination & Delivery is \$1,225 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,375 for retailers in Alaska.

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About Subaru of America, Inc.

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Subaru of America, Inc. (SOA) is an indirect wholly owned subsidiary of Subaru Corporation of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including Subaru of Indiana Automotive, Inc., the only U.S. automobile manufacturing plant designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the Subaru Love Promise®, which is the company's vision to show love and respect to everyone and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on Facebook, Instagram, LinkedIn, TikTok, and YouTube

\$(document).ready(function() {

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$('.basketselect a.lower').funcToggle('click', function() {  
  $(this).parent().find('.basketpanel').slideToggle("fast").toggleClass('active');  
  $(this).parent().find('.basketselect a i').removeClass("fa-caret-down");  
  var modal = document.getElementById("basketpanel");  
  //console.log(modal);  
  setTimeout(function(){  
    $('.bitem:first-child a').focus();  
    trapped = trapFocus(modal); // transcript.js  
  }, 10);  
}, function() {  
  $(this).parent().find('.basketpanel').slideToggle("fast").toggleClass('active');  
  $(this).parent().find('.basketselect a i').removeClass("fa-caret-up");  
});  
$('.basketpanel .bitem a').funcToggle('click', function() {  
  $(this).parent().parent().slideToggle("fast").toggleClass('active');  
});  
});
```