2027 SUBARU IMPREZA

Impreza Cuts Starting Price

PRESS RELEASE

Subaru of America has announced the 2027 Subaru Impreza will start at $24,595 when it goes on sale. The new pricing lowers the starting price for the all-wheel-drive hatchback by $2,000 compared to the outgoing model, making it the most affordable all-wheel-drive compact vehicle on sale.

The 2027 Impreza adds a well-equipped base trim with a 2.5-liter SUBARU BOXER engine and a streamlined lineup focused on affordability. It is offered in base and RS trim levels. The Sport trim level has been discontinued.



The 2027 Subaru Impreza hatchback starts at $24,595, making it the most affordable all-wheel-drive compact vehicle on sale, according to Subaru, with a 180-horsepower SUBARU BOXER engine standard.

BY THE NUMBERS

Base price: $24,595
Wheelbase: 105.1 in.
Length: 176.2 in.
Width: 70.1 in.
Height: 58.3 in.
Engine: 2.5L boxer I-4, 180 hp, 178 lb-ft

POWERTRAIN

The 2027 Impreza lineup is powered by a 180-horsepower, 2.5-liter SUBARU BOXER engine paired with a Lineartronic CVT and Subaru Symmetrical All-Wheel Drive. Both trim levels are equipped with steering wheel-mounted paddle shifters and an 8-speed manual mode, allowing drivers to select among preset ratios, along with dual-mode SI-Drive with Intelligent and Sport settings.

INTERIOR AND CARGO

Interior materials in the 2027 Impreza have been improved, including updated stitching on the center console and revised door panel materials. The Impreza offers 23.7 cubic feet of cargo space with the rear seats upright and 52.9 cubic feet with the rear seats folded. Passenger volume is 100.5 cubic feet, with 42.9 inches of front legroom and 36.5 inches of rear legroom, and the fuel tank holds 16.6 gallons. Ground clearance is 5.1 inches.

IMPREZA BASE

The base 2027 Impreza includes dark gray 17-inch alloy wheels, EyeSight Driver Assist Technology, Keyless Access with Push-Button Start, durable Tricot cloth upholstery, dual-zone automatic climate control, and USB-A and USB-C charging ports.

Dual 7.0-inch Multimedia System touchscreens provide wired Apple CarPlay and Android Auto compatibility, SiriusXM satellite radio, HD Radio and Bluetooth connectivity. The upper touchscreen handles infotainment, while the lower touchscreen is available for climate controls and vehicle functions.

SAFETY

Subaru's EyeSight Driver Assist Technology is standard and includes Pre-Collision Braking, Lane Departure and Sway Warning, Lane Keep Assist, Advanced Adaptive Cruise Control with Lane Centering, Emergency Stop Assist and more. Standard LED steering responsive headlights with high beam assist help light the road ahead.

IMPREZA RS

Returning for 2027, the Impreza RS adds expressive interior and exterior styling and upgraded technology. It includes dark gray 18-inch alloy wheels, black RS cloth upholstery, fog lights and a Crystal Black Silica roof spoiler.

Inside, an 11.6-inch Multimedia System with wireless Apple CarPlay and Android Auto is standard, and an upgraded wireless smartphone charger is newly added. MySubaru Connected Companion services, including SOS Emergency and Advanced Collision Notification, are standard with a five-year trial.

An all-weather package with heated front seats, heated mirrors and a windshield wiper de-icer is standard on the RS, which also adds Blind-Spot Detection with Rear Cross-Traffic Alert and Emergency Lane Keep Assist. An optional package adds a Harman Kardon 10-speaker system, a power moonroof and a 10-way power driver's seat with lumbar support for $2,070.

COLORS, ASSEMBLY

The 2027 Impreza is available in Crystal Black Silica, Crystal White Pearl, Ice Silver Metallic, Magnetite Gray Metallic, Sapphire Blue Pearl and newly available Ignition Red. Citron Yellow Pearl premium paint is available for $395. The Impreza is assembled in Gunma, Japan.

PRICING

The 2027 Impreza starts at $24,595, and the Impreza RS is priced at $29,495, the same as the outgoing model. Prices do not include a $1,295 destination and delivery charge. Subaru said the 2027 Impreza would arrive at retailers in late 2026.