

Media Information



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SUBARU ANNOUNCES PRICING ON 2019 BRZ SPORTS CAR

- New Series.Gray limited edition of only 250
- SUBARU STARLINK™ navigation system offers over-the-air updates
- 205-hp SUBARU BOXER® engine
- Choice of 6-speed manual or 6-speed automatic transmission
- Priced just \$200 more than previous model year

Camden, N.J., Sep 13, 2018 - Subaru of America, Inc., today announced pricing on the 2019 BRZ model line. The fun to drive sports car offers updated STARLINK In-Vehicle Technology as well as a special edition Series.Gray in Cool Gray Khaki with unique trim. The 2019 Subaru BRZ will be offered in three trim levels: Premium, Limited and new Series.Gray when it arrives at retail. Pricing on the lightweight, rear wheel drive sports car begins at just \$200 more than last model year at \$25,795.

The 2019 BRZ Series.Gray is the latest in a series of limited-edition BRZ models. The Series.Gray is immediately recognizable by its exterior color, unique black 17-inch alloy wheels, black exterior badges and black foldable exterior mirrors.

New for the Limited trim is the updated 7.0-inch Multimedia Navigation system which now includes over-the-air updates. Additional new features for the system include "Tune Mix" which mixes songs from music channels stored as presets and which provides information and updates on pre-selected sports teams.

The Subaru BRZ, renowned for its ultra-low center of gravity and precision handling, is powered by a 205 hp, 2.0-liter SUBARU BOXER engine, six-speed close-ratio manual transmission and TORSEN® limited-slip differential (optional automatic transmission). The BRZ is designed with 2+2 seating and fold-down rear seatback to give the coupe everyday practicality and comfort.

BRZ Premium

Subaru is known for its legendary value, and the 2019 BRZ is no exception beginning at \$25,795. The Premium trim's interior features include LED headlights, rear vision camera, power door locks, power side mirrors, power windows with auto-up/down, remote keyless entry and engine immobilizer. Standard Welcome Lighting provides better nighttime visibility when approaching the vehicle. All trim levels now come standard with dual USB ports in the dash.

Inside, black upholstery with contrasting red stitching is adorned throughout the cabin including leather-trimmed door panels, shifter boot and parking brake lever. The leather-wrapped steering wheel integrates control switches for audio, cruise control. In all BRZ trim levels, Incline Start Assist holds the vehicle momentarily in position while the driver accelerates, to prevent rolling back on incline.

BRZ Limited

With a price starting at \$28,645, the 2019 Limited adds LED fog lights, dual-zone automatic climate control, and Keyless / Button Start. Front seats on the Limited trim are upholstered with Alcantara® inserts and leather bolsters, and standard driver's seat features the BRZ logo embroidered in red on the seatbacks. A full security system augments the standard engine immobilizer. Amenities standard on the Limited include front door courtesy lights and an illuminating vanity mirror for both driver and front passenger.

Also standard on the Limited is a 4.2-inch color combination meter positioned next to the tachometer featuring vehicle performance information including lateral-g, accelerator pedal position, braking force, steering angle, oil and coolant temperatures and battery voltage. The stopwatch function can be used for recording track lap times.

Performance Package

Subaru offers a Performance Package for drivers who demand even more from a sports car. The Performance Package is available on the Limited trim with manual transmission. The brake system is upgraded to Brembo® four-piston calipers and rotors on the front and rear. SACHS® Performance shock absorbers are added to all four corners for improved ride and handling. Also included in the package are unique 17-inch x 7.5-inch black aluminum alloy wheels. The BRZ Performance Package is priced at \$1,195.

BRZ Series.Gray

Priced at \$30,140, the 2019 BRZ Series.Gray is based on the 2019 Limited model equipped with 6-speed manual transmission and Performance Package. The BRZ Series.Gray comes in Cool Gray Khaki with 17-inch black-finish alloy wheels, foldable exterior mirrors with Crystal Black Silica finish and black BRZ and SUBARU badging.

The cabin of the special edition BRZ features an exclusive combination meter visor and upper interior door trim in Grand Interior stitching, and the day/night mirror uses a frameless design. A total of 250 BRZ Series.Gray will be produced for the 2019 model year.

SUBARU STARLINK In-Vehicle Technology

SUBARU STARLINK In-Vehicle Technology provides hands-free connectivity and entertainment through the vehicle's multimedia system. Both STARLINK Multimedia systems for BRZ offer a high-resolution touchscreen; Bluetooth® hands-free connectivity and audio streaming; AM/FM stereo; SiriusXM All Access Radio (4-month free subscription) and HD Radio®. The 2019 BRZ Premium is equipped with the 6.2-inch Multimedia system that includes 6.2-inch high resolution touchscreen, satellite navigation, CD player and eight speakers. The multimedia system also offers smartphone integration with Pandora®, Aha®, iHeart® and Apple Music®.

Standard for the BRZ Limited is the STARLINK 7.0-inch Multimedia Navigation system with 7-inch high-resolution touchscreen, satellite navigation, integration with Apple CarPlay™ and Android™ Auto and STARLINK cloud applications; SiriusXM® Traffic and Travel Link (subscription required); Near Field Communication; voice activated controls for phone and text; and voiced activated navigation.

2019 SUBARU BRZ				
Model/Trim	Transmission	Applicable Option Codes	MSRP	MSRP + destination delivery
BRZ Premium	6MT	01	\$25,795	\$26,690
BRZ Limited	6MT	01, 02	\$28,645	\$29,540
BRZ Limited	6AT	01	\$29,745	\$30,640
BRZ Series.Gray	6MT	03	\$30,140	\$31,040

2019 BRZ OPTION PACKAGES		
Code 1	Standard model – Premium, Limited	NA
Code 2	Performance Package – Limited 6MT	\$1,15
Code 3	Standard Model –Series.Gray	NA

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retail dealers in the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), an automobile manufacturing plant designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [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](#).