



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

CONTACT: Todd Hill
(856) 488-3234
thill@subaru.com

Charles Ballard
(856) 488-8759
cballard@subaru.com

Diane Anton
(856) 488-5093
danton@subaru.com

SUBARU ANNOUNCES PRICING ON 2023 BRZ SPORT CAR

- Second-generation lightweight handling sports car
- 2.4-liter SUBARU BOXER engine
- Subaru EyeSight Driver Assist Technology available
- Standard SUBARU STARLINK 8-inch Multimedia system
- Starting price at \$28,595

Camden, N.J., Apr 19, 2022 - Subaru of America, Inc. today announced pricing on the 2023 BRZ rear-wheel drive sports car. With a powerful 2.4-liter SUBARU BOXER® engine, precise handling, and refined design, the 2023 BRZ arrives at Subaru retailers this summer.

The 2023 BRZ is powered by a 2.4-liter (naturally aspirated) 228 hp SUBARU BOXER® engine paired with a six-speed close-ratio manual transmission or a six-speed electronic direct-control automatic transmission. For 2023, the BRZ is offered in two trim levels, Premium and Limited, and has a starting price of \$28,595.

The list of standard features includes a TORSEN® limited-slip differential; Keyless Access with Push-Button Start; LED headlights (low and high beam) with automatic height adjustment; Vehicle Stability Control with Track Mode; 17-inch alloy wheels in dark gray finish; dual-zone automatic climate control; Incline Start Assist; power fuel-door lock; power windows with auto up/down and pinch protection; rear center console storage box with dual USB input/charge ports and auxiliary input jack; variable intermittent windshield wipers with speed-sensing mist feature; and Welcome Lighting.

The Tire Pressure Monitoring System (TPMS) allows two sets of wheels to be ID registered. This enables the owner to conveniently switch to seasonal tires mounted on a second set of wheels instead of changing the tires on the original wheels. Standard Active Sound Control enhances engine sound within the cabin for a more engaging driving experience.

The cockpit in the sports car puts focuses on the driver while not sacrificing passenger comfort. The clean and intuitive layout makes instruments and controls easily visible and accessible. Designed to resemble Subaru's iconic BOXER engine, the 7-inch digital instrument panel displays the tachometer front and center with vehicle information on each side.

Flanking the tachometer on the left, a programmable meter can display amps, coolant temperature or Lateral-G. When Track Mode is selected, the tachometer switches from a traditional circular form to a linear graph with color display.

Inside, the cabin is wrapped in black upholstery with contrasting red stitching on the front seat bolsters, leather-wrapped steering wheel, shifter boot, and parking brake boot. Performance-design front seats with height-adjustable head restraints are also standard. Front seats on the Limited trim are upholstered with Ultrasuede® with red leather accents and feature dual-mode seat-heater controls. The leather-wrapped steering wheel integrates control switches for audio, cruise control and Bluetooth. BRIN NAUB® nubuck-like material enhance the instrument panel visor and door trim.

While its primary mission is connecting the driver to the road, the 2023 BRZ also connects occupants to the digital world with the SUBARU STARLINK® 8.0-inch Multimedia Plus infotainment system. Standard for the Premium and Limited trim levels, the system features an Integrated Center Information Display that includes smartphone integration with Apple CarPlay® and Android™ Auto; Bluetooth® hands-free phone connectivity and audio streaming; rear vision camera; and SiriusXM® services.

The BRZ continues to offer a standard precision-shifting six-speed manual transmission. Available on both trim levels is a performance-tuned six-speed electronic direct-control automatic transmission with adaptive control and steering wheel paddle-shift control switches.

BRZ models equipped with automatic transmission feature the award-winning Subaru EyeSight® Driver Assist Technology. The system includes Adaptive Cruise Control, Pre-Collision Braking System, Lane Departure and Sway Warning, and Lead Vehicle Start Alert. The automatic transmission option also adds High Beam Assist to both trim levels.

The 2023 BRZ Premium with optional automatic transmission is priced at \$30,095.

With a starting price of \$31,095, the 2023 BRZ Limited adds 18-inch alloy wheels in matte gray finish; Michelin® Pilot® Sport 4 summer tires; heated exterior power mirrors; upgraded audio system that includes a 2-channel amplifier and two additional speakers; Blind-Spot Detection with Lane Keep Assist and Rear Cross-Traffic Alert; Steering Responsive Headlights; and STARLINK® Safety and Security.

The 2023 BRZ Limited with optional automatic transmission is priced at \$32,795. This option adds Reverse Automatic Braking and EyeSight Driver Assist Technology.

2023 Subaru BRZ				
Model/Trim	Transmission	Applicable Option	MSRP	MSRP plus Destination and Delivery (\$1,020)
BRZ Premium	6MT	01	\$28,595	\$29,615
BRZ Premium	6AT	03	\$30,095	\$31,115
BRZ Limited	6MT	11	\$31,095	\$32,115
BRZ Limited	6AT	13	\$32,795	\$33,815

Destination & Delivery is \$1,020 for BRZ and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT.

D&D is \$1,170 for retailers in Alaska.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and [Subaru of Indiana Automotive, Inc.](#) is the only U.S. automobile manufacturing plant to be 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 \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [TikTok](#), and [YouTube](#).