

Media Information



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

SUBARU BRZ WINS 2012-2013 CAR OF THE YEAR JAPAN "SPECIAL AWARD"

Tokyo, Nov 29, 2012 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced that its "Subaru BRZ" sports coupe born in a joint development project with Toyota Motor Corporation (TMC) has received the 2012-2013 Car of the Year Japan "Special Award".*

Developed with its product concept "Pure Handling Delight - the driving experience taken to a new level", the Subaru BRZ is a front-engine, rear-wheel drive sports coupe offering sheer driving pleasure with excellent handling, which is enabled by the ultra-low center-of-gravity packaging with the Subaru Boxer engine mounted as low as possible. The optimal combination of Subaru's horizontally-opposed Boxer engine and Toyota's "4-DS" direct injection technology highlights the successful collaboration realized in the TMC-FHI alliance.

< About 2012-2013 Car of the Year Japan "Special Award" >

Selected from among all passenger cars newly released in Japan during the period from November 1, 2011 through October 31, 2012 by the Japanese COTY panel of jurors composed mainly of automotive experts and journalists. Separately from the Car of the Year Japan award, "Special Award" is presented to recognize the car that has made an exceptional impact.

* Jointly awarded to the "Toyota 86"