



Media Information

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

CONTACT: Dominick Infante
(856) 488-8615
dinfante@subaru.com

2013 SUBARU BRZ SPORTS CAR TO BE DISPLAYED AT CONSUMER ELECTRONICS SHOW

- Subaru to announce infotainment partnership at show
- Subaru BRZ focuses on low center of gravity, low-weight and handling
- BRZ announces the return of the pure sports car

Cherry Hill, N.J., Jan 5, 2012 - Subaru of America Inc. announced today that the production version of its all-new, rear-wheel drive 2013 Subaru BRZ sports car will be on display at the 2012 Consumer Electronics Show in Las Vegas, January 10th through the 13th. This will be Subaru's first appearance at CES. The BRZ will add a new product line to the hot Subaru brand, which announced its fourth consecutive year of sales growth and a new all-time vehicle sales record for 2011.

The 2013 BRZ, which arrives in Subaru dealerships in late spring, was designed with one goal in mind---exceptional handling. To reach that goal, Subaru engineers developed a chassis that would deliver the lowest center of gravity (CoG) possible utilizing the excellent packaging of the brand's Boxer engine design.

An all-new naturally aspirated 2.0-liter, 200-horsepower horizontally opposed (Boxer) engine was created. The new FA engine was developed to be more compact so that it could be placed lower and farther back in the chassis. To achieve the low CoG, a rear-drive layout was deemed necessary so the engine could be mounted as low as possible in the chassis. The engine placement allows for low polar moment and near-perfect balance for pure sports car handling.

With a low vehicle weight of just over 2,700 lbs., the direct injected 2.0-liter provides quick acceleration as it revs to its 7,400 RPM redline. The Subaru BRZ is available with either a six-speed manual or automatic transmission.

With a height of just 50.6 inches, swept-back roofline, bulging front fenders, short overhangs and pronounced rear haunches give the sleekly styled BRZ a lean, athletic stance. The Subaru BRZ will offer everyday comfort and practicality with 2+2 seating and expandable trunk space, along with the brand's renowned safety and quality.

The 2013 Subaru BRZ reflects the brand's core powertrain and chassis engineering throughout. Subaru produces a full line of all-wheel drive sedans, crossovers and SUV's, and adding the BRZ sports car to its portfolio showcases the brand's penchant for engineering vehicles that offer excellent road manners.

Subaru will also announce a new partnership that will enhance infotainment offerings in future models. The Subaru BRZ will be on display at the Pepcom Digital Experience! at the MGM Grand on January 9th and in the CES Central Plaza at the Las Vegas Convention Center January 10th through the 13th.

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About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of more than 600 dealers across the United States. All Subaru products are manufactured in zero-landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated a backyard wildlife habitat by the National Wildlife Federation. For additional information visit www.subaru.com.

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