



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

SUBARU BRZ IS A RETURN TO THE PURE SPORTS CAR

- Aha® Infotainment smartphone integration now included with the standard navigation system.
- Subaru BRZ focuses on low center of gravity, low-weight and precision handling
- High-performance 200-horsepower Subaru BOXER engine

Cherry Hill, N.J., Jan 5, 2014 - Subaru of America, Inc. last year introduced its rear-drive BRZ as a return to the purist-performance sports car. For 2014, the BRZ adds Aha® Infotainment smartphone integration to its standard navigation system.

Subaru developed the rear-wheel drive BRZ with the fundamentals of sports car design in mind: low vehicle weight, an ultra-low center of gravity and precision steering. As a result, the low-slung BRZ delivers pinpoint handling precision and an unmatched driving experience for sports car enthusiasts of all skill levels.

Powered by Subaru's new-generation, naturally aspirated 200-horsepower BOXER engine, the BRZ is a sports car that does not sacrifice everyday comfort and practicality, including up to EPA-estimated 34-mpg highway fuel economy (with 6-speed automatic transmission). Combined with the Subaru brand's renowned safety and quality, the BRZ is a sports car with practicality as well as performance.

Key to Sports Car Handling: Low Weight and Ultra-Low Center of Gravity

Using a large proportion of high-tensile steel, with aluminum for the hood, the Subaru BRZ weighs 2,762 pounds. Critical to its agile handling, the Subaru BRZ has its center of gravity at just 18.1 inches – among the lowest of any production car in the world.

The Subaru BOXER engine, with its inherently low height and its mass concentrated low in the package, contributes to a low center of gravity in all Subaru models. For the BRZ, Subaru took maximum advantage of this characteristic. A rear-wheel drive configuration allows placement of the engine lower and farther back in the BRZ than in any other Subaru model in order to attain the best possible center of gravity and polar moment of inertia. Moving the engine closer to the center of the chassis also helped make the BRZ itself quite compact, at just 166.7 inches long on a 101.2-inch wheelbase.

The Subaru FA-Series 2.0-liter BOXER engine was engineered to help achieve the car's ultra-low center of gravity. The engine was made more compact than the FB 2.0-liter engine used in other Subaru models by such means as developing a shorter intake manifold and a shallower oil pan. Compared to the FB Impreza engine, the BRZ engine is mounted about 2.4 inches lower, but due to the engine's lower overall height it sits 5 inches lower overall. In addition,

under-hood components were located to optimize the car's balance, including tilting back the radiator 17 degrees and moving the battery to the rear of the engine compartment.

200-Horsepower BOXER Engine

Fundamental to true sports car character, the 2.0-liter BOXER engine combines low weight with high compression and high-revving responsiveness. The cylinder block and heads are aluminum. Dual overhead camshafts per cylinder bank are chain-driven. The 4-2-1 exhaust features dual tailpipe outlets, and the system was tuned for a throaty sound. Directing some of the intake sound into the cabin underscores the car's performance-tuned feel.

The Subaru BRZ engine uses a "square" architecture, meaning that its bore and stroke dimensions are identical at 3.38 inches (86mm). That geometry gives the BRZ engine a quick-revving nature, with a 7,400-rpm redline. The engine delivers 200 horsepower at 7,000 rpm and 151 lb.-ft. of peak torque at 6,400 rpm, with a high specific output of 100 hp/liter. The Subaru Dual Active Valve Control System (D-AVCS) is instrumental in helping the engine produce a broad torque curve to help make the BRZ feel responsive in daily driving. In contrast, some previous high-revving sports cars have been lacking in low-end and midrange torque.

The Subaru BRZ engine fuel injection system uniquely combines direct injection and port injection technology. A direct-type fuel-injection system, which sprays fuel directly into the combustion chambers rather than upstream into the ports, provides a cooling effect in the cylinders. That enables use of a very high 12.5:1 compression ratio to extract maximum energy from the fuel. In light- and medium-load conditions, the port fuel injectors help produce precise combustion, increasing performance and efficiency.

A sports car for the times, the 2014 Subaru BRZ also delivers impressive fuel economy, with EPA-estimated ratings of 22 mpg city / 30 mpg highway / 25 mpg combined with the 6-speed manual transmission, and 25 mpg city / 34 mpg highway / 28 mpg combined with the 6-speed automatic.

Choice of Six-Speed Transmissions

The BRZ offers the choice between a 6-speed manual and optional 6-speed automatic transmission. Both have been engineered and tuned to maximize performance and sporty driving feel. The 6-speed manual features a short-throw shift lever. Triple-cone synchronizers on first through third gears help ensure durability. Clutch effort and pedal rake, as well, have been tuned to make this an ideal sports car manual shift. Of special note for driving enthusiasts, the 6-speed manual employs close gear ratios, with a direct drive fifth gear and sixth gear the only overdrive ratio.

The optional paddle-shift six-speed automatic transmission offers no-compromise performance in the Subaru BRZ. The driver can select Sport mode from a switch on the center console for quicker, firmer automatic shifts. Or, the driver can move the console mounted shifter from "D" to "M" and then shift manually using the shifter handle or the steering wheel paddle shifters. Downshift blipping control enhances the more direct sports car experience.

All-New Subaru Platform

The BRZ is built on an entirely new platform and shares just a few parts with other Subaru models, including rear suspension architecture from the Subaru WRX STI. Effective use of high-tensile steel in the car's upper structure contributes to its low center of gravity. Chassis tuning takes maximum advantage of the BRZ's ultra-low center of gravity and high-strength body structure, allowing Subaru to tune the suspension for both agility and compliant ride quality. That tuning, along with the car's low weight, allowed Subaru to specify 215/45R17 summer performance tires that reduce wheel/tire weight and therefore unsprung weight.

The front suspension uses struts and coil springs, and the front struts were mounted low and optimized for a low hood line while retaining a long stroke for ideal handling and comfortable ride quality. A standard front strut brace enhances rigidity. The quick 13:1 steering ratio and 14.4-inch diameter 3-spoke steering wheel endow the Subaru BRZ with very quick steering response.

The double-wishbone rear suspension system provides outstanding bump absorption to enhance tire grip over varied

surfaces. Electric power steering, which reduces weight and load on the engine compared to hydraulic power steering, has been tuned for excellent feedback.

A standard Torsen® limited-slip differential helps the inside wheel maintain traction during cornering. For track driving, the standard Vehicle Stability Control (VSC) stability and traction control system (TCS) offers the driver five different settings, including a Sport mode and a TCS Off switch for track driving activities.

Design: Thoroughly Modern Sports Car Meets Classic GT

The Subaru engineering that yields the ultra-low center of gravity in the BRZ also made it easy for designers to craft a very low-slung coupe body. A low roof height of just 50.6 inches, combined with a swept-back roofline, bulging front fenders, short overhangs and pronounced rear haunches give the BRZ the lean, athletic stance of a classic GT coupe. The car's hawk eye high intensity discharge (HID) headlights, hexagonal lower grille and six-star ornament instantly convey Subaru identity. The BRZ Limited model adds a body-color trunk spoiler and standard fog lights.

The simple, elegant approach to interior design puts the focus on driver involvement through easy-to-use controls. The bolstered front sport seats were designed specifically for this car. The driver faces an easy-to-see instrument panel featuring a large, center-mounted tachometer with an analog speedometer to its left. The tachometer integrates a digital speedometer, and the fuel and temperature gauges are positioned to the right of the tachometer.

The rear seatback lowers to expand the space offered in the 6.9 cubic-foot trunk. With the seatback down, the cargo area can hold two standard golf bags. Drivers who enjoy slalom or track events can also fold the rear seatback and have room for four wheels, a helmet and basic supplies and still have room for the front passenger. The rear seats can accommodate front-facing child seats.

Two Levels of Equipment

Subaru offers the 2014 BRZ in Premium and Limited levels. Both include all performance features, such as the sport-tuned suspension with front strut brace and TORSEN limited-slip differential.

The Subaru tradition of outstanding value is evident in the BRZ Premium model's long list of standard amenities. Key among these is a comprehensive infotainment configuration anchored by a touch-screen navigation system that includes:

- 6.1-inch LCD screen
- Aha® infotainment smartphone integration (new for 2014)
- AM/FM stereo with HD radio
- Voice activated controls
- Map upgrades via SD card
- Single-disc in-dash CD player
- 196-watt amplifier
- 8 speakers
- MP3/WMA capability
- Bluetooth hands-free phone connectivity
- Bluetooth audio streaming connectivity
- iPod® control capability
- iTunes® tagging capability
- USB port
- SiriusXM® Satellite Radio (includes 4-month trial subscription)
- SiriusXM NavTraffic (includes 4-month trial subscription)
- SMS text messaging capability
- 3.5mm auxiliary audio input jack

The driver will welcome the pure sports car 3-spoke, leather wrapped steering wheel, which is accented with red

stitching. Like all Subaru models, the BRZ comes equipped with the kind of thoughtful standard features that make everyday driving more convenient, such as carpeted floor mats and a multi function display with current and average fuel economy. Each door panel integrates a cup/bottle holder, and the center console offers two additional cup holders. There are two 12v power points, one in the glove box and another in the center console.

The Subaru BRZ Limited offers additional comfort and amenities while still keeping vehicle weight low. Externally, the BRZ Limited is distinguished in front with fog lights and in the rear by a body-color trunk spoiler. Inside, the seats are upholstered with Alcantara inserts and leather bolsters.

The BRZ Limited substitutes a dual-zone automatic climate control for the Premium model's manual HVAC system, and its standard All-Weather Package includes dual-mode heated front seats and heated side mirrors. Keyless access and start with illuminated engine start/stop button adds to convenience and the sporty attitude of the car. A full security system augments the engine immobilizer that's standard in the Premium model. In the Limited, the dual visor vanity mirrors are illuminated, and front door courtesy lights illuminate when the doors are opened. The only factory option for the BRZ Limited model is the 6-speed automatic transmission.

Comprehensive Subaru Safety

Subaru's Ring-Shaped Reinforcement Frame safety structure, proven in all Subaru models introduced since model year 2000, forms the foundation for crash protection and occupant safety in the BRZ. The compact Subaru BOXER engine helps enhance safety, because it allows more crush room in front and on the sides.

High-strength front seat frames provide enhanced protection against whiplash injury in a rear-end collision. The LATCH system (Lower Anchors and Tethers for CHildren) enables specially equipped child seats to be secured in the rear seat.

The Subaru Advanced Frontal Airbag System employs dual-stage-deployment driver and front passenger air bags. Deployment strength depends on how close the driver is to the steering wheel, and whether there is a child or adult sitting in the passenger seat. Front seat side pelvis/torso air bags and side curtain air bags offer additional head protection for front and rear occupants.

The five-mode driver-selectable Vehicle Stability Control (VSC) system and traction control system allows the driver the tailor the system to conditions and performance needs; stability and traction control can be disengaged for track driving events, for example.

The standard 4-channel / 4-sensor Anti-lock Brake System (ABS) incorporates Electronic Brake-force Distribution (EBD), Brake Assist and Brake Override. The EBD system enhances braking performance and stability by actively optimizing braking force between the front and rear wheels according to how the vehicle is loaded with passengers and cargo.

Brake Assist detects how quickly the driver has pressed the pedal in emergency or "panic" braking. If pedal velocity exceeds a certain threshold, Brake Assist immediately applies pressure up to the ABS limit to help increase braking effectiveness. The Brake Override system ensures that the engine power will be cut when the brake pedal and accelerator are pressed simultaneously.

Subaru produces the BRZ at its Gunma, Japan assembly facility. Subaru produces a full line of all-wheel drive sedans, crossovers and SUVs, and adding the BRZ sports car to its portfolio showcases the brand's penchant for engineering vehicles that offer excellent road manners.

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.

#