



Media Information

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SUBARU TO OFFER BRZ SERIES.BLUE SPECIAL EDITION

- Limited to 1,000 units
- Aerodynamic enhancements reduce drag
- STI®-branded black finish alloy wheels
- Red-painted brake calipers
- Exclusive interior trim
- Available painted WR Blue Pearl or Crystal White Pearl

Cherry Hill, N.J., May 28, 2014 - Subaru of America, Inc. has announced the 2015 BRZ Series.Blue, a special edition of its acclaimed purist sports car, limited to 1,000 cars for the United States. An exclusive combination of STI functional aerodynamic body design, black-painted STI 17-inch wheels and unique interior trim creates a striking look for the BRZ Series.Blue. Subaru will offer 500 painted WR Blue Pearl and 500 in Crystal White Pearl and the special edition will arrive in Subaru dealerships in July.

Powered by a 200-horsepower 2.0-liter BOXER engine, the Subaru BRZ marked a return to the fundamentals of sports car design, emphasizing low vehicle weight, an ultra-low center of gravity and precision steering. The BRZ Series.Blue boosts the car's aerodynamic performance with black STI front, side, and side-rear under spoilers, which contribute to additional front downforce. Additional underbody panels, while not seen, reduce the coefficient of drag (Cd) from 0.28 to 0.27. All BRZ models for 2015 feature new, larger stainless steel exhaust tips and a new shark fin antenna.

Unique to Series.Blue and emphasizing the BRZ's pure sports nature, red-finish brake calipers can be seen behind the spokes of the black painted STI wheels. The BRZ Series.Blue builds on the BRZ Limited model and features exclusive trim and special details throughout. Its leather and Alcantara upholstery includes blue leather seat bolsters and head restraints.

Blue stitching accents the seats and the blue and black leather-wrapped steering wheel, as well as the shift lever boot and leather-wrapped parking brake handle. The blue motif carries to the center console kneepads and door trim, accented by an embroidered silver BRZ logo on the front seatbacks. Carpeted floor mats also pick up the BRZ logo and blue stitching.

A frameless day/night rear-view mirror and simulated carbon fiber center dash panel add a high-tech look, and the finishing touch is a red illuminated engine start / stop button with an STI logo.

The new BRZ Series.Blue will be priced at \$29,490 with a destination charge of \$795.

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.