



Media Information

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Subaru To Offer Limited Edition Series.HyperBlue BRZ And WRX STI Models

- Limited to 700 WRX STI & 500 BRZ
- BRZ receives upgraded SUBARU STARLINK® Multimedia
- Rear Vision Camera now standard on BRZ
- Exclusive Hyper Blue exterior paint and interior trims

Cherry Hill, N.J., Jun 30, 2015 - Subaru of America, Inc. has announced the 2016 Series.HyperBlue limited edition available exclusively on BRZ and WRX STI models. As a follow up to the 2015 Series.Blue BRZ, the 2016 Series.HyperBlue cars feature exterior paint in Subaru's exclusive Hyper Blue with matching interior trim. Production will be limited to 700 WRX STI and 500 BRZ cars for the United States. Vehicles will go on sale this Fall.

Series.Hyper.Blue WRX STI

Powered by the legendary 305-horsepower 2.5-liter turbocharged/intercooled BOXER engine, the WRX STI helped to pioneer the sport compact segment with a rally-bred drivetrain and Multi-Mode Driver Controlled Center Differential (DCCD) Symmetrical All-Wheel Drive. Standard handling technologies include Active Torque Vectoring, Multi-Mode Vehicle Dynamics Control and a Brembo® Performance Brake System with Super Sport ABS.

The Series.HyperBlue trim brings exclusive blue stitching to the standard Alcantara® seats, leather wrapped steering wheel, manual transmission shifter boot, console as well as carpeted floor mats with the traditional Cherry Red STI logo. Series.HyperBlue WRX STI wears 18-inch BBS® Black Alloy wheels and black badging with black painted exterior mirrors. SUBARU STARLINK 7.0" Multimedia Navigation System comes standard on this trim with 9 Harman/Kardon® speakers and 440-watt amplifier.

The WRX STI is equipped exclusively with a specially reinforced 6-speed manual transmission. A flat-bottom, leather-wrapped tilt/telescoping steering wheel integrates switches for audio and Bluetooth. The STI Design electroluminescent gauge panel integrates a 3.5-in. central LCD screen that displays various functions such as windshield washer fluid and the selected gear.

The Series.HyperBlue models come standard with Keyless Access with Push-Button Start and PIN Code Access. Standard Welcome Lighting automatically turns on interior illumination and exterior lights as the driver approaches or departs the car.

Series.HyperBlue BRZ

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. A 200-horsepower 2.0-liter BOXER engine powers all BRZ models.

For 2016, the BRZ receives the STARLINK 6.2" Multimedia System with a 6.2-in. single-touch gesture display, AM/FM stereo with HD Radio®, SiriusXM Satellite Radio, Radio Data Broadcast System, single-disc CD player, Bluetooth® hands-free phone connectivity and audio streaming, iPod® control, iTunes® Tagging, a USB port and an auxiliary input jack. Smartphone integration features Aha™ and Pandora®, along with STARLINK cloud applications iHeartRadio®, Stitcher, Calendar, Music Player, News and Weather. New for 2016, the BRZ receives standard rear vision camera.

The Series.HyperBlue BRZ cabin features an exclusive design scheme. The leather and Alcantara upholstery includes Hyper 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.

The exterior continues the Series.HyperBlue theme with 17-inch black alloy wheels, black glossy badging and painted black finish exterior mirrors. A frameless day/night rear-view mirror and simulated carbon fiber center dash panel add a high-tech look, and the finishing touch is an illuminated engine start / stop button.

Pricing on these models will be announced this Fall.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 620 retailers 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 media.subaru.com.