



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

Jessica Tullman
(310) 352-4400
jtullman@subaru.com

SUBARU ANNOUNCES PRICING ON 2016 BRZ® MODELS

- SUBARU STARLINK™ 6.2" Multimedia System standard across all lines
- Priced \$300 lower than previous model year
- Rear Vision Camera now standard

Cherry Hill, N.J., Aug 27, 2015 - Subaru of America, Inc. today announced pricing for the 2016 BRZ line. Starting at \$25,395, the BRZ, powered by a 200-horsepower 2.0-liter BOXER engine, marks a return to the fundamentals of sports car design, emphasizing low vehicle weight, an ultra-low center of gravity and precision steering.

Available in Premium or Limited trim, BRZ models boast performance features, such as the sport-tuned suspension with front strut brace and TORSEN limited-slip differential.

For 2016, the BRZ receives the SUBARU 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.

Limited trim models receive a body-color trunk spoiler, fog lights and Alcantara trimmed interior and Keyless Access. The seats are upholstered with Alcantara inserts and leather bolsters. 6-speed manual BRZ Limited models begin at \$27,395, down \$300 from the previous model year. An optional 6-speed Electronic Direct-Control automatic transmission priced at \$28,495 and offers steering wheel paddle-shift controls.

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. In the Limited, the dual visor vanity mirrors are illuminated, and front door courtesy lights illuminate when the doors are opened.

2016 BRZ models will begin arriving in dealerships this Fall.

2016 SUBARU BRZ			
Model/Trim	Transmission	MSRP	MSRP + destination and delivery
BRZ Premium	6MT	\$25,395	\$26,190
BRZ Limited	6MT	\$27,395	\$28,190
BRZ Limited	6AT	\$28,495	\$29,290

Destination & Delivery is \$795 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$945 for dealers in Alaska.

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 600 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.