



Media Information

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SUBARU ANNOUNCES PRICING ON LIMITED EDITION 2016 Series.HyperBlue BRZ And WRX STI MODELS

- Production 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., Sep 2, 2015 - Subaru of America, Inc. has announced pricing on 2016 Series.HyperBlue limited edition BRZ and WRX STI models. Production is limited to 700 WRX STI and 500 BRZ cars for the United States. Vehicles arrive in retail locations this fall.

The \$38,995 Series.HyperBlue WRX STI brings exclusive Hyper Blue stitching to the standard Alcantara® seats, leather-wrapped steering wheel, manual transmission shifter boot, and console as well as carpeted floor mats with the traditional Cherry Red STI logo. The Series.HyperBlue WRX STI wears 18-inch BBS® Black Alloy wheels and black exterior badging as well as exterior mirrors. SUBARU STARLINK 7.0" Multimedia Navigation System comes standard on this trim with 9 Harman/Kardon® speakers and 440-watt amplifier.

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

The Series.HyperBlue WRX STI comes standard with Keyless Access with Push-Button Start and PIN Code Access. 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. All BRZ models are powered by a 200-horsepower 2.0-liter BOXER engine and come standard with a six-speed manual transmission. Limited to just 500 vehicles for the U.S. market, the BRZ Series.HyperBlue is \$27,690.

In addition to its vivid exterior, the Series.HyperBlue BRZ cabin features an exclusive design scheme. Hyper Blue stitching accents the seats, 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 silver BRZ logo and Hyper Blue stitching.

The exterior continues the Series.HyperBlue theme with 17-inch black alloy wheels, black finish exterior badging and mirrors. A new frameless day/night rear-view mirror adds a high-tech look.

The BRZ receives the SUBARU STARLINK 6.2" Multimedia System with a 6.2-inch 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.

2016 SUBARU SERIES.HYPERBLUE MODELS			
Model/Trim	Transmission	MSRP	MSRP + destination and delivery
BRZ Series.HyperBlue	6MT	\$27,690	\$28,485
WRX STI Series.HyperBlue	6MT	\$38,995	\$39,790

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 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.