

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

Charles Ballard
(856) 488-8759
cballard@subaru.com

SUBARU ANNOUNCES 2017 BRZ SERIES.YELLOW SPECIAL EDITION

- Limited production of 500 units –Available 2017
- Exclusive yellow exterior color
- Unique yellow interior accents
- Brembo performance brake system
- SACHS performance shocks

Cherry Hill, N.J., Jun 12, 2016 - Subaru of America, Inc. today announced the 2017 BRZ Series.Yellow, the most exciting BRZ to date with its striking color and performance upgrades. The special edition, limited to only 500 cars, will debut today at Wicked Big Meet in Stafford Springs, CT.

The Series.Yellow is immediately recognizable by its brilliant yellow exterior, unique black alloy wheels, black BRZ and SUBARU badging, and black foldable exterior mirrors. Based on the 2017 Limited model equipped with the new Performance Package, the Series.Yellow enhances a driver's experience with superior stopping power and control. The brake system has been upgraded to Brembo® four-piston calipers and rotors on the front and dual-piston calipers and rotors on the rear. This advanced system gives the yellow sports coupe a significant boost in stopping power, fade resistance, and pedal feel. SACHS® Performance shock absorbers have been added to all four wheels for advanced handling and steering stability. Also the special edition comes equipped with 17-in x 7.5-in black aluminum alloy wheels.

The Series.Yellow offers black leather and Alcantara upholstery with contrasting yellow stitching throughout the interior including seats, door and dash panels, steering wheel, knee pads and shifter boot. The front seatbacks are also embroidered with a yellow BRZ logo. The final touch for this model is the carpeted floor mats with yellow stitching and a silver embroidered BRZ logo.

Performance

The BRZ, known for its ultra-low center of gravity and precision handling, offers several updates for 2017 to increase performance on the track and open roads. For improved responsiveness, BRZ receives updated coil springs and a larger rear stabilizer bar and the Series.Yellow gains the additional upgrade of SACHS Performance shock absorbers. Reinforcements to the chassis were added to the strut tower braces, transmission cross-member plate and the rear wheel housings to increase rigidity. The stability control system has been updated to allow the driver to experience more of BRZ's handling prowess. The results are dramatic enough for Subaru to change the name of "Sport" mode to "Track".

The BRZ Series.Yellow comes standard with the 2.0-liter SUBARU BOXER engine and 6-speed manual transmission. Enhanced for 2017, BRZ's horizontally-opposed engine receives several internal updates for friction reduction as well as a new aluminum intake manifold and redesigned exhaust manifold. These combined improvements boost the engine output to 205-hp and 156 lb-ft of torque. Also, a lower final drive ratio from 4.1 to 4.3:1, paired with the standard Torsen[®] limited-slip differential, improves acceleration.

Exterior Updates

For 2017, the BRZ front bumper cover has been redesigned for a widened appearance and positioned lower for improved aerodynamics, control, and stability. The sport coupe's headlights are upgraded to "kono-ji" style LED with Daytime Running Lights (DRL). The turn signal and position light have been integrated into the new headlight for a clean design that completes the refined front fascia. New LED fog lights allow greater nighttime visibility and are standard on the Series.Yellow. The updated fender garnish matches the body color but with a black insert that accentuates it in profile.

All 2017 BRZ models receive a pedestal-style aluminum rear spoiler in matching body color and black finish. The new design improves the vehicle's downforce, which in turn improves stability and control. As with the headlights, the rear combination lights have been updated to full-LED for better visibility and energy efficiency.

Interior Updates

Standard for the special edition is a 4.2-in LCD multifunction display positioned to the right of the prominent tachometer. This driver information readout provides access to vehicle performance including lateral Gs, accelerator pedal position, braking force, steering angle, oil and water temperature, and battery voltage as well as an integrated stop watch for recording lap times. The redesigned leather-wrapped steering wheel has a firmer, sportier feel along with new audio controls and multifunction display switches for greater control and convenience while driving.

All 2017 BRZ models come standard with the SUBARU STARLINK[™] 6.2" Multimedia System that includes a comprehensive list of features:

- 6.2-in. high resolution multi-function touch screen display
- AM/FM stereo and HD Radio[®]
- Single-disc in-dash CD player with 8 speakers
- Subaru STARLINK smartphone integration with Pandora[®] and Aha[®]
- Subaru STARLINK apps including iHeart[®] Radio and Stitcher[™]
- Bluetooth[®] hands-free phone connectivity and audio streaming
- SiriusXM[®] Satellite Radio
- Rear vision camera

Also standard on this model is a dual-zone automatic climate control, Keyless Access with Push-Button Start, dual illuminated visor vanity mirrors, and front door courtesy lights.

The BRZ Series.Yellow makes its first public appearance at one of the country's largest Subaru enthusiast festivals, Wicked Big Meet, which is held at Stafford Motor Speedway in Stafford Springs, CT on June 12th. The Series.Yellow will arrive at retailers in 2017.

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.

