



Media Information

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SUBARU ANNOUNCES PRICING ON UPDATED 2017 BRZ

- Improved performance and handling across model line
- New Performance Package
- 500-unit limited edition Series. Yellow model priced at \$29,695
- Updated interior styling and features

Cherry Hill, N.J., Jul 14, 2016 - Subaru of America, Inc. today announced pricing on the 2017 BRZ line. The 2017 BRZ models will arrive into retailers in September 2016.

A comprehensive update to the 2017 BRZ includes improved handling, increased performance, more aggressive styling and new convenience features. These enhancements continue the company's original mission of offering enthusiasts a pure sports car with an unmatched driving experience. Priced from \$25,495, the 2017 BRZ Premium trim model increases just \$100 from previous model year.

The BRZ, known for its ultra-low center of gravity and precision handling, offers several updates to increase its performance on the track and the open road. For improved responsiveness, stability and comfort, BRZ adds updated coil springs and dampers as well as a larger rear stabilizer bar. Additional reinforcements added to the chassis are behind the strut tower braces, and to the transmission cross-member plate and rear wheel housings to increase rigidity. The stability control system thresholds are raised to allow the driver to experience more of the car's improved handling, and in "Sport" mode the results were dramatic enough for Subaru to change the name of "Sport" mode to "Track".

A new aluminum intake manifold and redesigned exhaust manifold increase air flow, upping the engine output in models with the 6-speed manual transmission 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 on models with the manual transmission.

In addition to LED headlights and rear combination lights and Daytime Running Lights, all trims receive Incline Start Assist that holds the vehicle momentarily in position while the driver accelerates to prevent roll back on an incline. Also new to BRZ are steering wheel control switches for audio, cruise control and Bluetooth[®].

A new aluminum rear spoiler in matching body color and black finish is now standard on all lines. The new pedestal design improves the vehicle's downforce, which in turn improves stability and control. The Premium and Limited models receive a new 10-spoke, 17-in aluminum alloy wheel with a high-contrast black and machined finish.

Performance Package

Subaru now offers a Performance Package for drivers who demand even more from a sports car. The Performance Package is available on the Limited trim with the manual transmission. The brake system is upgraded to Brembo® four-piston calipers and rotors on the front and dual-piston calipers and rotors on the rear. SACHS® Performance shock absorbers are added to all four corners for improved ride and cornering stability. Also included in the package are unique 17-in x 7.5-in black aluminum alloy wheels. The BRZ Performance Package is well-priced at just \$1,195.

Two Trim Levels: Premium and Limited

Subaru offers the 2017 BRZ in Premium and Limited trims. The Subaru tradition of outstanding value is evident in both trim levels with their long list of standard amenities. Key among these is a comprehensive infotainment configuration anchored by the SUBARU STARLINK™ 6.2" Multimedia System that includes 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. Standard SUBARU STARLINK offers smartphone integration with Pandora®, Aha®, iHeart® Radio and Stitcher™, Bluetooth® hands-free phone connectivity and audio streaming. Also included are SiriusXM® Satellite Radio (subscription required) and a rear -vision camera.

The \$27,645 Subaru BRZ Limited offers additional comfort and amenities including LED fog lights and standard heated front seats and exterior mirrors, Keyless Entry and Push Button Start. Inside, the seats are upholstered with Alcantara inserts, leather bolsters and attractive red stitching. New on Limited trims is a 4.2-in LCD multi-function display positioned next to the 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.

Paddle-shift control switches are standard on BRZ Limited with automatic transmission priced at \$28,745.

500-unit Limited Edition Series.Yellow

Based on the Limited trim equipped with the new Performance Package, Series.Yellow is immediately recognizable by a striking yellow exterior, black badging and exterior mirrors as well as 17-in x 7.5-in black aluminum alloy wheels. 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. SACHS® Performance shock absorbers have been added to all four wheels for advanced handling and steering stability.

The Series.Yellow offers black leather and Alcantara upholstery with 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. Series.Yellow models are priced at \$29,695.

The 2017 BRZ Premium and Limited models will begin arriving at retailers in September while Performance Package-equipped and Series.Yellow will arrive at retailers early 2017.

2017 SUBARU BRZ				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery (\$820)
2.0 Premium	6MT	01	\$25,495	\$26,315
2.0 Limited	6MT	01, 02	\$27,645	\$28,465
2.0 Limited	6AT	01	\$28,745	\$29,565

2.0 Series.Yellow	6MT	03	\$29,695	\$30,515
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2017 SUBARU BRZ OPTION PACKAGES

CODE 01	Standard Model – BRZ Premium, BRZ Limited	N/A
CODE 02	Performance Package	\$1,195
CODE 03	Standard Model- BRZ Series.Yellow	N/A

Destination & Delivery is \$820 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$970 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 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 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.