

Media Information



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SUBARU ANNOUNCES PRICING ON 2018 BRZ SPORTS CAR

- Light weight sports car with ultra-low center of gravity
- Starts just \$100 over 2017 model year
- New infotainment and available navigation
- Choice of 6-speed manual or 6-speed automatic transmission
- Optional Performance Package

Cherry Hill, N.J., Dec 1, 2017 - Subaru of America, Inc. today announced pricing for the 2018 BRZ line. The 2018 BRZ n will arrive in Subaru retailers in January 2018.

The BRZ, which received significant enhancements to styling and performance for 2017, gains comfort and convenience upgrades for 2018 to complement its fundamental sports car driving experience. The model line starts with the BRZ Prem priced at \$25,595, an increase of only \$100 from the 2017 model year.

The Subaru BRZ, renowned for its ultra-low center of gravity and precision handling, is powered by a 205 hp, 2.0-liter SUI BOXER® engine, six-speed close-ratio manual transmission and TORSEN® limited-slip differential (optional automatic transmission model has 200 hp). The BRZ is designed with 2+2 seating and fold-down rear seatback to give the coupe ev practicality and comfort. All BRZ models now include Welcome Lighting which provides better nighttime visibility when approaching or exiting the vehicle; automatic headlight activation when wipers are turned on; and one touch lane changer signal. Both manual and automatic models receive a high-grade leather shift handle as standard equipment.

Performance Package

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

Two Trim Levels: Premium and Limited

Subaru offers the 2018 BRZ in Premium and Limited trims. The Subaru tradition of outstanding value is evident in both trii with their long list of standard amenities including LED headlights; power door locks, mirrors and windows with auto-up/dc feature; and remote keyless entry. Inside the BRZ, black upholstery with contrasting red stitching is adorned throughout tt including leather-trimmed door panels, center dash, shifter boot and parking brake lever. The leather-wrapped steering wl

comes standard with control switches for audio, cruise control and Bluetooth®. Both trims also receive Incline Start Assist holds the vehicle momentarily in position while the driver accelerates to prevent roll back on an incline.

A key feature for the Premium is the comprehensive infotainment configuration anchored by the SUBARU STARLINK™ 6 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. The standard multimedia system offers smartphone integration with Pandora®, iHeart® Radio and Stitcher™, Bluetooth hands-free phone connectivity and audio streaming. Also included is Siri® All-Access Radio (subscription required) and a rear vision camera.

With a price starting at \$28,445, the Limited adds LED fog lights, dual-zone automatic climate control and Keyless Access Push-Button Start. Front seats on the Limited models are upholstered with Alcantara® inserts and leather bolsters, and the standard dual-mode heated front seats feature the BRZ logo embroidered in red on the seatbacks. A full security system in the Limited augments the Premium model's standard engine immobilizer. The Limited models also offer an illuminating vanity mirror on both driver and passenger visors as well as front door courtesy lights as standard equipment.

The 2018 Limited models receive the latest generation SUBARU STARLINK™ 7.0" Multimedia Navigation system as standard featuring a 7-in. high resolution touch screen with intuitive, high quality maps created by TomTom. The top of the line system offers voice activated controls and navigation; smartphone integration with Android® Auto and Apple CarPlay™, Aha™ and Pandora®; Bluetooth hands-free phone connectivity with audio streaming; and a rear vision camera. Also included is Siri® All-Access Radio along with SiriusXM Traffic® and Travel Link® (subscription required).

Exclusive to the Limited, a 4.2-in LCD multi-function display positioned next to the tachometer can show vehicle performance data including lateral Gs, accelerator pedal position, braking force, steering angle, oil and coolant temperature, and battery voltage as well as an integrated stop watch for recording lap times.

BRZ Limited offers an optional 6-speed automatic transmission with steering wheel paddle-shift control switches priced at \$545.

2018 SUBARU BRZ				
Model/Trim	Transmission	Applicable Option Code	MSRP	MSRP + destination and delivery (\$860)
2.0 Premium	6MT	01	\$25,595	\$26,455
2.0 Limited	6MT	01, 02	\$28,445	\$29,305
2.0 Limited	6AT	01	\$29,545	\$30,405

2018 SUBARU BRZ OPTION PACKAGES	
CODE 01 Standard Model – BRZ Premium, BRZ Limited	N/A
CODE 02 Performance Package	\$1,195

Destination & Delivery is \$860 and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,010 for dealers in Alaska.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is a wholly owned subsidiary of [Subaru Corporation](#) 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. 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. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA has donated more than \$120 million to causes the Subaru family cares about, and employees have logged more than 40,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do.

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