



Media Information

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SUBARU ANNOUNCES PRICING ON 2015 BRZ® AND SPECIAL EDITION BRZ SERIES.BLUE

- BRZ Series.Blue launches as special edition with 1,000 units for US market
- Improved suspension refinement added to full BRZ lineup

Cherry Hill, N.J., May 28, 2014 - Subaru of America, Inc. today announced pricing for the 2015 BRZ. Starting at \$25,695, the BRZ lineup focuses on the fundamentals of great sports car design: low vehicle weight, an ultra-low center of gravity and precision steering. Powered by a 200-horsepower 2.0-liter BOXER engine, 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.

New for 2015 is the introduction of the BRZ Series.Blue limited to 1,000 cars for the continental United States. An exclusive combination of STI®-branded functional aerodynamic body design, black-painted STI-branded 17-inch wheels and unique interior trim creates a striking look for the BRZ Series.Blue, which arrives in Subaru dealerships in July. Subaru will offer 500 painted WR Blue Pearl and 500 in Crystal White Pearl exclusively with a 6-speed manual transmission.

The BRZ Series.Blue boosts the car's aerodynamic performance with black STI-branded front, side, and side-rear under spoilers, which contribute to additional front downforce, and underbody panels that, while not seen, reduce the coefficient of drag (Cd) from 0.28 to 0.27.

The Series.Blue also brings impressive appearance upgrades that enhance its performance image. Emphasizing the BRZ's pure sports car nature, red-finish brake calipers can be seen behind the spokes of the STI-branded black alloy wheels. The BRZ Series.Blue builds on the BRZ Limited model and features exclusive trim and special details throughout. Its leather and Alcantara upholstery includes blue leather seat bolsters and head restraints.

Blue stitching accents the seats and the blue and black leather-wrapped steering wheel, as well as 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 pick up the BRZ logo and blue stitching, as well. The 2015 BRZ Blue.Series 6MT starts at \$29,490.

Handling has been improved for 2015 with revised suspension dampers for smoother motion and absorption to help achieve optimum contact to uneven roads for a more enjoyable driving experience. Also contributing to the BRZ's handling are 4-wheel independent suspension and 17" summer tires with 15-spoke dark gray-finished aluminum-alloy wheels.

For the 2015 model year, all BRZ trims receive larger stainless tailpipe tips, simulated carbon-fiber center dash panel, and roof-mounted and body color shark fin antenna. The BRZ Premium 6MT has a starting price of \$25,695. This is only a \$100 increase compared to the 2014 model year.

The 2015 BRZ Limited 6MT starts at \$27,695. The only factory option for the BRZ Limited model is the 6-speed automatic transmission priced at \$28,795. Both are also a \$100 increase compared to the prior model year.

Subaru's signature exterior color, WR Blue Pearl is updated while popular colors Ice Silver Metallic and Crystal White Pearl have been added to the BRZ line.

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

The Subaru BRZ Limited offers additional comfort and amenities. The BRZ Limited model adds a body-color trunk spoiler, standard fog light and Alcantara trimmed interior and Keyless Access. Inside, the seats are upholstered with Alcantara inserts and leather bolsters. Aha® infotainment smartphone integration included with the standard navigation system.

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. A full security system augments the engine immobilizer that is standard in the Premium model. In the Limited, the dual visor vanity mirrors are illuminated, and front door courtesy lights illuminate when the doors are opened.

2015 BRZ models will begin arriving in dealerships this Summer.

2015 SUBARU BRZ			
Model/Trim	Transmission	MSRP	MSRP + destination and delivery
BRZ Premium	6MT	\$25,695	\$26,490
BRZ Limited	6MT	\$27,695	\$28,490
BRZ Limited	6AT	\$28,795	\$29,590
BRZ Series.Blue	6MT	\$29,490	\$30,285
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 in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 600 dealers 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 www.subaru.com. Media can visit www.media.subaru.com.