

2014
BRZ



Love. It's what makes a Subaru, a Subaru.



The joy of driving purified.

The 2014 Subaru BRZ

To dial up driving to its most fun, we started with the SUBARU BOXER® engine and a clean slate. We engineered—from the ground up—a pure sports car that delivers immediacy, involvement and response that will feel completely natural, yet unlike anything you've ever experienced behind the wheel. In every turn and press of the accelerator, you'll feel how we've taken driving and melted away everything but the thrill.





Engaging

Lightweight and balanced, the BRZ responds to the lightest touch, giving you the nearly telepathic handling only a pure sports car can.

Efficient

Get guilt-free fun with the fuel-friendly BRZ. Its sculpted exterior helps it cut through the air with ease for a low coefficient of drag and up to a remarkable 34 highway MPG.¹

Connected

Be as in touch with the world outside as you are with the road, thanks to standard Bluetooth[®] and touch-screen navigation.

Protected

Equipped with six standard airbags² and a rigid Ring-shaped Reinforcement Frame—and having been named a 2013 IIHS Top Safety Pick³—the BRZ keeps fun well in hand.

¹ EPA estimated fuel economy for 2014 Subaru BRZ with automatic transmission at 34 highway MPG. Actual mileage may vary.

² Always wear seatbelts. Children should be properly restrained in the rear seat.

³ Ratings based on Insurance Institute for Highway Safety's (IIHS's) 40-mile-per-hour moderate overlap frontal crash test, 31-mile-per-hour side-impact test, 20-mile-per-hour rear-impact test, and roof-strength test. For more information, contact IIHS or visit their website at www.iihs.org.





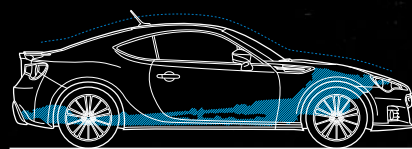
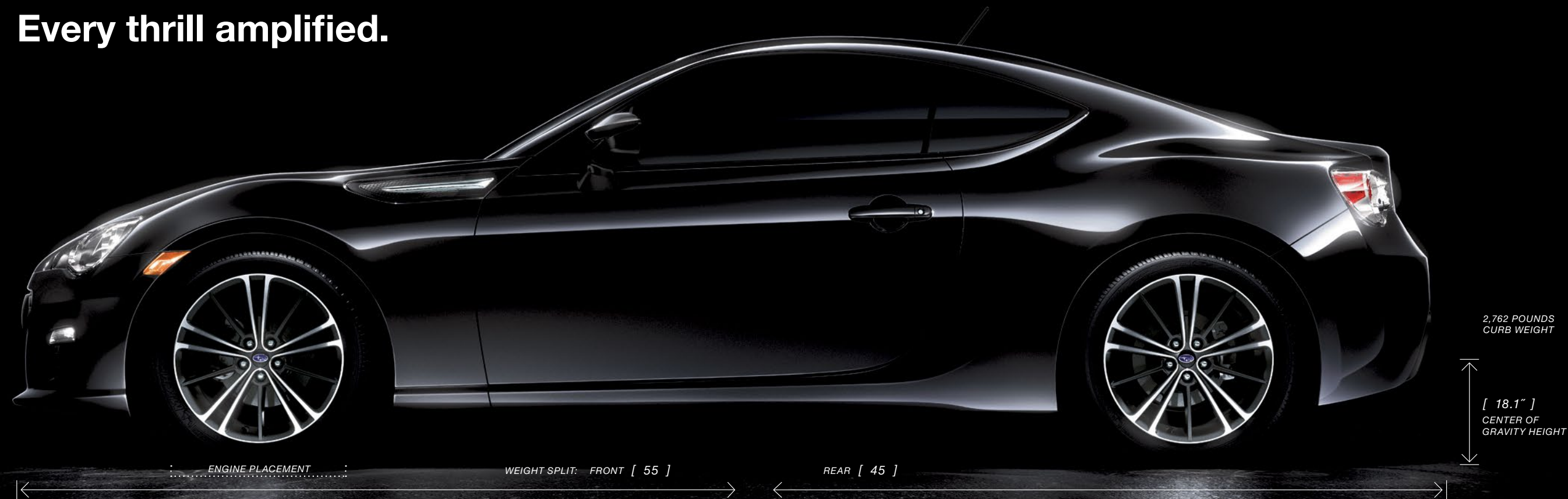
It only lacks one thing—**you.**

A wealth of standard features sets the BRZ apart while keeping you connected. Find destinations easily with a 6.1-inch touch-screen navigation system featuring the Aha™ connected service¹ via the Subaru STARLINK™ system with seamless access to web content such as podcasts, internet radio, audiobooks and personalized restaurant and hotel searches. Make calls while keeping your phone stowed away with Bluetooth® hands-free calling. Plug in virtually any music player with a 3.5-mm audio jack, use the available USB connection that also incorporates iPod® control, or connect wirelessly with Bluetooth® audio streaming. Also, the BRZ is available with the dual-zone automatic climate control system, which automatically keeps you and your front passenger in personalized comfort.

¹ Compatible smartphone and free Aha app required. For Aha to operate, latest version of Aha application and optional integrated audio and navigation system unit required. Data provided by smartphone is displayed on navigation screen. Some state laws prohibit the operation of handheld electronic devices while operating a vehicle. Smartphone apps should only be launched when vehicle is safely parked. Aha is a trademark of HARMAN International Industries, Incorporated. Your wireless carrier's rates may apply.



Every excess eliminated.
Every thrill amplified.

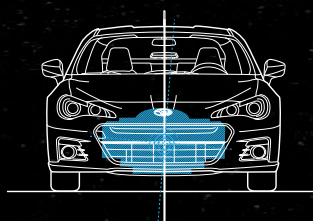


Lightweight—2,762 Pounds¹

Light cars react more quickly, and a total focus on handling meant keeping the BRZ light on its feet. High-tensile steel makes it not only lighter but stiffer as well. Also a priority was balance—so it's rear-wheel drive for better front to rear weight distribution.

Low .28 Coefficient of Drag²

To a sports car, wind is like weight—the more of it you have to move, the more it takes from your ability to perform. Features like a channeled roof and rear diffuser help the BRZ cut through the air, sharpening the performance you'll feel.

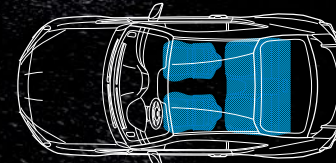


200-hp Boxer Engine

It's low and stable. Its power delivery—immediate. The BRZ was created to accentuate all of the natural advantages of the SUBARU BOXER® engine. Now with port and direct injection technology that heightens its responsiveness and helps it achieve 34 MPG,³ the boxer is even better.

Low Center of Gravity

Not only was the engine designed to make it even more compact, allowing it to be mounted lower in the chassis, every element of the BRZ was placed as low as possible—from the roofline to the seating position—planting the BRZ more firmly to the ground for otherworldly response.



Driver-centric Ergonomics

With design features like a small diameter steering wheel and optimally placed short-throw shifter, your hands will take control of the BRZ with intuitive fluidity. And with sport-design instrumentation, you'll immediately get the information you need most.

Performance-design Seats

When you're deep in the corners, you'll be glad the BRZ comes standard with supportive front seats with deep bolsters. It's also available with Alcantara® inserts, which provide extra grip to help keep you in the pocket.

Not just what you've always waited for.
What you've always dreamed of.



BRZ Limited in both WR Blue Pearl and Sterling Silver Metallic.

“... the 2013 Subaru BRZ is a welcome return to an era of fun, light, simple sports cars that are affordable, too.”

— Cars.com, October 2012

“Subaru has racked up more endorsements by independent arbiters of automotive quality and safety than just about any other manufacturer.”¹

— FORTUNE Magazine, December 3, 2012

“This is a genuine sports car, a breed that has nearly gone extinct.”²

— LeftLaneNews.com, December 2012



2014 BRZ | Trim Levels



BRZ Premium

- 200-hp direct-injected 2.0-liter 4-cylinder SUBARU BOXER® engine
- Close-ratio 6-speed manual transmission
- Sport-tuned suspension
- Multi-spoke 17-inch aluminum-alloy wheels
- HID headlights
- Cloth upholstery
- 8-speaker audio system with integrated touch-screen navigation system
- Manually adjustable air-conditioning system



BRZ Limited

- 200-hp direct-injected 2.0-liter 4-cylinder SUBARU BOXER® engine
- Close-ratio 6-speed manual transmission
- Sport-tuned suspension
- Multi-spoke 17-inch aluminum-alloy wheels
- HID headlights
- 8-speaker audio system with integrated touch-screen navigation system

- ▲ Fog lights
- ▲ Trunk spoiler
- ▲ Alcantara® and leather-trimmed upholstery
- ▲ Heated front seats and side mirrors
- ▲ Dual-zone digital climate control
- ▲ Keyless Access & Start
- ▲ Antitheft security system

▲ Additions or differences from preceding trim level.



¹ Excerpted from FORTUNE Magazine, December 3, 2012 © 2012 Time Inc. Used under license. FORTUNE and Time Inc. are not affiliated with, and do not endorse products or services of, Subaru.

² Accolade based on 2013 Subaru BRZ.

BRZ Premium in Dark Gray Metallic.

2014 BRZ | Specifications

Engine and Drivetrain		BRZ
Power Torque	2.0-liter DOHC aluminum-alloy 16-valve 4-cylinder horizontally opposed SUBARU BOXER® engine with Dual Active Valve Control System (DAVCS). 200 hp @ 7,000 rpm 151 lb-ft @ 6,400 rpm	●
Compression Ratio	12.5:1	●
Bore and Stroke	86.0 x 86.0 mm	●
Fuel System	Direct and port fuel injection	●
Manual Transmission	Close-ratio 6-speed manual	●
Automatic Transmission	6-speed electronic automatic transmission with Sport mode, and manual mode with paddle shifters with rev-matching downshift control. BRZ Premium: Not Available. BRZ Limited: Optional.	○
Traction and Stability		
Drivetrain	Rear-wheel drive	●
Rear Differential	Torsen® limited slip	●
Vehicle Stability Control (VSC)	Includes Sport mode	●
Traction Control System (TCS)		●
Fuel		
Fuel Economy	city/highway/combined¹	Manual: 22/30/25 mpg Automatic: 25/34/28 mpg
Fuel Requirement	Premium unleaded gasoline (93 octane)	●
Fuel Capacity	13.2 gallons	●

2014 BRZ | Specifications

Chassis		BRZ
Steering	Electric power-assisted quick ratio rack-and-pinion. Ratio: 13.1:1. Turns lock-to-lock: 2.48. Turning circle: 35.4 feet.	●
Suspension	Sport-tuned 4-wheel independent. Front: Strut-type with lower L-arm. Stabilizer bar. Rear: Double wishbone. Stabilizer bar.	●
Brakes	4-wheel disc, ventilated front and rear. Dual-piston front and single-piston rear calipers. 4-channel, 4-sensor ABS with Electronic Brake-force Distribution (EBD)	●
Brake Discs (front/rear)	11.6 inches/11.4 inches	●
Brake Assist	When emergency braking is detected by how quickly the brake pedal is pressed, maximum brake pressure is immediately applied.	●
Brake Override System	If both brake and accelerator pedals are pressed simultaneously, the system reduces the operation of the accelerator pedal to help prevent unintentional vehicle acceleration.	●
Wheels and Tires		
Wheels	Premium and Limited: 17 x 7.0-inch multi-spoke aluminum-alloy. Dark gray with machine finish.	●
Tires	215/45 R17 87W summer-performance	●

2014 BRZ | Equipment

	BRZ Premium	BRZ Limited
Exterior		
High-intensity discharge (HID) low-beam and high-beam headlights	●	●
Fog lights	□	●
L.E.D. taillights	●	●
Rear bumper with integrated diffuser	●	●
Trunk spoiler	□	●
Dual stainless-steel exhaust outlets	●	●
Body-color power side mirrors	●	●
Body-color door handles	●	●
Heated side mirrors (All-Weather Package)	—	●
Seating and Trim		
6-way manually adjustable driver's seat. 4-way manually adjustable front-passenger's seat.	●	●
Performance-design front seats with height-adjustable head restraints	●	●
Heated front seats (All-Weather Package)	—	●
Flat-folding rear seatback	●	●
Leather-wrapped 3-spoke steering wheel with red stitching	●	●
Leather-wrapped shifter handle	●	●
Cloth upholstery	●	—
Alcantara® and leather-trimmed upholstery	—	●
Aluminum-alloy pedal covers	●	●
Convenience Features		
Keyless Access & Start	—	●
Auto-on/off headlights	●	●
Power front windows with auto-up/down	●	●
Electronic cruise control	●	●
Tilt/telescoping steering column	●	●
Removable dual-cup holders in center console	●	●
Single bottle holder in each door panel	●	●
12-volt power outlets in center console and glovebox	●	●
Audio and Communication Systems		
Voice-activated 6.1-inch high-resolution touch-screen GPS navigation system and 8-speaker audio system with Subaru STARLINK™ system featuring Aha™ connected service, ² HD Radio® with iTunes® tagging, USB port/iPod® control, Bluetooth® audio streaming and hands-free phone connectivity, SMS text messaging capability, SiriusXM® Satellite Radio and NavTraffic ^{®3}	●	●
Instrumentation		
Sport-design gauges with analog speedometer, coolant temperature, fuel gauge and center-mounted tachometer with integrated digital speedometer	●	●
Climate Control		
Manually adjustable CFC-free air-conditioning system with rotary controls for temperature, 4-speed fan and airflow direction	●	—
Dual-zone automatic digital climate control system with controls for temperature, 7-speed fan, airflow direction, dual-zone lockout and CFC-free air conditioning	—	●
Security		
Keyless entry system with answer-back electronic chirp	●	●
Antitheft security system	—	●
Engine immobilizer	●	●

2014 BRZ | Equipment

	BRZ Premium	BRZ Limited
Safety		
ACTIVE		
Vehicle Stability Control (VSC)	●	●
Traction Control System (TCS)	●	●
Brake Assist	●	●
4-wheel antilock braking system (ABS) with Electronic Brake-force Distribution (EBD)	●	●
Brake Override System	●	●
Tire Pressure Monitoring System (TPMS)	●	●
L.E.D. Daytime Running Lights (DRL)	●	●
PASSIVE		
Subaru advanced frontal airbag system with driver's and front-passenger's front airbags (SRS) ⁴	●	●
Side-curtain airbags protecting front and rear occupants (SRS) ⁴	●	●
Seat-mounted front side-impact airbags (SRS) ⁴	●	●
Whiplash-protection front seats	●	●
Height-adjustable front-seat head restraints	●	●
Height-adjustable 3-point front seatbelts with pretensioners and force limiters	●	●
3-point seatbelts at all rear seating positions	●	●
LATCH system: Lower Anchors and Tethers for Children	●	●

● Standard ○ Optional — Not equipped □ Available dealer-installed accessory

¹ 2014 EPA fuel economy estimates. Actual mileage may vary. ² Compatible smartphone and free Aha app required. For Aha to operate, latest version of Aha application and optional integrated audio and navigation system unit required. Data provided by smartphone is displayed on navigation screen. Some state laws prohibit the operation of handheld electronic devices while operating a vehicle. Smartphone apps should only be launched when vehicle is safely parked. Aha is a trademark of HARMAN International Industries, Incorporated. Your wireless carrier's rates may apply. ³ SiriusXM® Satellite Radio and NavTraffic® hardware is standard. Activation and monthly subscription sold separately. Includes 4-month trial subscription. See your dealer. ⁴ The Supplemental Restraint System (SRS) (airbags) affords the driver and the front passenger additional protection in moderate to severe frontal and side-impact collisions and outboard 2nd-row passengers additional protection in moderate to severe side-impact collisions. This system provides supplemental protection only, and seatbelts must be worn in order to avoid injuries to out-of-position occupants upon airbag deployment and to provide the best combined protection in a serious accident. Children should always be properly restrained in one of the rear seats. See Owner's Manual for recommended seating position. ⁵ All Subaru vehicles sold by Subaru of America, Inc. are designed and built for normal driving conditions. The Subaru Limited Warranty, as well as the Subaru Added Security program, excludes damage or failure resulting from modifications or participation in competition or racing events. See the Subaru Warranty and Maintenance booklet for further details.

2014 BRZ | Accessories



Car Cover. Helps protect the exterior of your vehicle. Made of lightweight, breathable material.



Fuel Door Cover. Adds a touch of flair to the fuel cover door.



Rear Bumper Appliqué. Clear, scratch-resistant vinyl film helps to protect bumper upper surface and leading edge. Includes a discreet pearl-colored Subaru logo.



Rear Diffuser. Lower rear body panel helps to direct air flow and adds a sculpted finishing touch to the BRZ lower rear body line.



Trunk Spoiler. Sleek, low-profile design adds just the right amount of attitude to your BRZ. Comes pre-painted and ready to install.



Chrome Fender Trim. Adds a stylish touch of chrome to the fender grille panels.



Fog Light Kit. Casts a low and wide beam of light to help enhance vision in inclement weather.



Auto-dimming Mirror with Compass. Mirror automatically darkens when headlights are detected from behind the vehicle. Features an electronic compass with a red transfective display that projects the current direction onto the mirror's surface.



Auto-dimming Mirror with Compass and HomeLink. Mirror darkens when headlights are detected from behind the vehicle. Includes a compass and three integrated HomeLink® buttons that are programmable for most garage-door openers and other HomeLink®-compatible devices.



Sunshade. Foldable sunshade offers a triple layer of protection to help reduce inside vehicle temperatures up to 40 degrees. The sunshade is custom-cut to fit properly, and includes a handy storage bag.



10-inch Powered Subwoofer. Provides powerful, deep bass, and also assists in clean sound reproduction from all vehicle speakers. This is achieved by its integrated 100W amplifier and a passive crossover network. Manufactured for Subaru of America by Kicker®.



Cargo Organizer. Conveniently transports your outdoor gear or up to four grocery bags. Quickly collapses for easy storage when not in use.

2014 BRZ | Owner Benefits

Protecting Your Investment

Once you're part of our family, we'll be there for you. Every Subaru comes with 24-hour roadside assistance for 3 years or 36,000 miles. If you have trouble on the road, a tow to the nearest Subaru dealership and other services are just a phone call away. And to protect you over the long haul, we offer Added Security®—extended service agreements and maintenance plans that will help protect your car for up to 7 years or 100,000 miles. They're the only mechanical and maintenance plans backed by Subaru, and because we've been backing them for more than 30 years, they're agreements you can trust. Your dealer has full coverage details.

Warranties⁵

New Car Limited Warranty

3 years or 36,000 miles, whichever comes first.

Powertrain Limited Warranty

5 years or 60,000 miles, whichever comes first.

Wear Item Limited Warranty

3 years or 36,000 miles, whichever comes first.

Repairs to the following items will also be covered under Wear Item Limited Warranty:

- Brake Pads
- Wiper Blades
- Clutch Linings
- Transmitter Batteries

Rust Perforation Limited Warranty

5 years, unlimited mileage.

Subaru Badge of Ownership

True commitment shows through. For Subaru owners, it shows in kayak scuffs and mud-coated boots. It can take the form of dog hair that just won't come out, fresh coats of dust, or extra coats of wax. For many, the Subaru Badge of Ownership lets them show their commitment to the life they live and the confidence that has inspired them to fully embrace it. Owners can order badges online for free, stick them on, and let everyone know how they experience the world. Which one would you get?

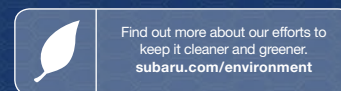


MySubaru.com

Use **MySubaru.com** to shop for your Subaru, tap into resources for your vehicle and read other Subaru owners' stories. It's a great tool after purchase to keep track of your vehicle's service records, get money-saving coupons, locate Subaru events and more.

Drive it for a day. Love it for life.

Life moves fast. Don't slow it down with a car you can't trust. At Subaru, we build each of our vehicles with the highest standards of manufacturing, and with designs that are inherently tough and resilient. It's why our vehicles excel in the most rigorous of motorsports, like rally racing. And why 96% of all the vehicles we've built in the last 12 years are still on the road today.¹ It's also why Subaru owners are so likely to stay Subaru owners for years and years. What's more, keeping cars on the road means they stay out of landfills longer. And if we can make the world a cleaner and greener place while making cars that inspire and motivate their drivers, we've done our job.



¹ Based on Polk U.S. Vehicles in Operation registration information for MY 2001–2013 as of January 2013.

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Love. It's what makes a Subaru, a Subaru.

