



Online:
tour.subaru.com/BRZ2016

Take a Guided Tour

It's the ultimate way to get to know the BRZ on your terms. Get up close and personal with color configurators, videos, 360-views, interactive content and so much more.



App Store:
tour.subaru.com/BRZapp



2016

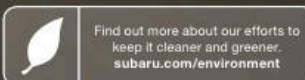
BRZ



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



BRZ. Heart of a Subaru. Soul of a sports car.



The joy of driving **purified.**

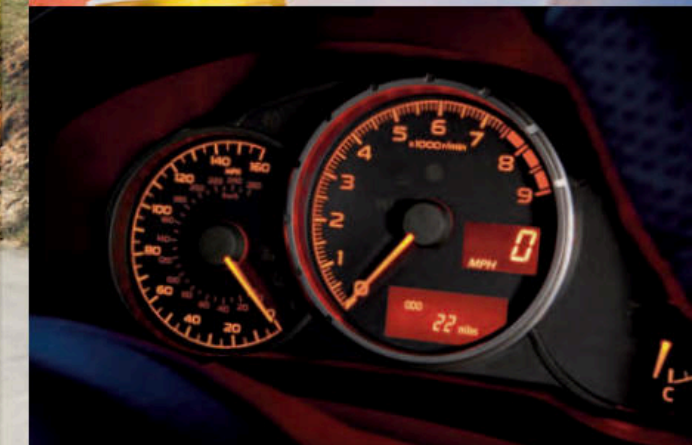
The 2016 Subaru BRZ

Absent of fluff, with a direct connection to the road, the BRZ delivers fun at any speed. Engineering this level of driving engagement was anything but easy. It required starting with the right technology—namely, the low-slung SUBARU BOXER® engine—and using it to help create a vehicle with a supremely low center of gravity and the perfect power-to-weight ratio. The end result is no less than the ideal sports car driving experience. Creating elegant simplicity is anything but simple.



1 | 2016 BRZ

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



The open road is **your canvas.**



Engaging

With a traditional rear-wheel drive layout, the BRZ pays homage to classic sports car ideals, while retaining all modern necessities. Its traits—lightweight, low center of gravity, fully independent suspension, telepathic handling—deliver the pure, unfiltered driving experience worshipped by purists.



Potent

Powered by a 200-hp direct- and port-injected 2.0-liter 4-cylinder SUBARU BOXER® engine, the BRZ hits all the right notes in both performance and sound. The sonorous, high rpm rumble from the tuned exhaust system is music to the enthusiasts' ears.



Dialed-in

The ideal sports car driving position means you'll find everything you need, right where you need it. The bolstered, sport-design front seats keep you planted, while the small-diameter, leather-wrapped steering wheel is perfectly complemented by a point-and-shoot 13.1:1 steering ratio.



Connected

Standard equipment on every BRZ, the SUBARU STARLINK™ 6.2" Multimedia system allows you to connect via Bluetooth® or USB port to apps like Pandora,® iHeartRadio,® STITCHER and Aha™¹ as well as news, music, podcasts and more. Also standard are the clear sounds of HD Radio® and SiriusXM® Satellite Radio² so you can always hear your soundtrack, no matter where the road takes you.

¹ Compatible smartphone and applications required. For applications to operate, latest version of each application is required. Data provided by smartphone is displayed on the audio system 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. Your wireless carrier's rates may apply. ² Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer.

BRZ Premium in Pure Red.



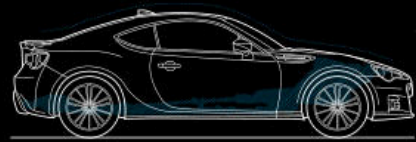
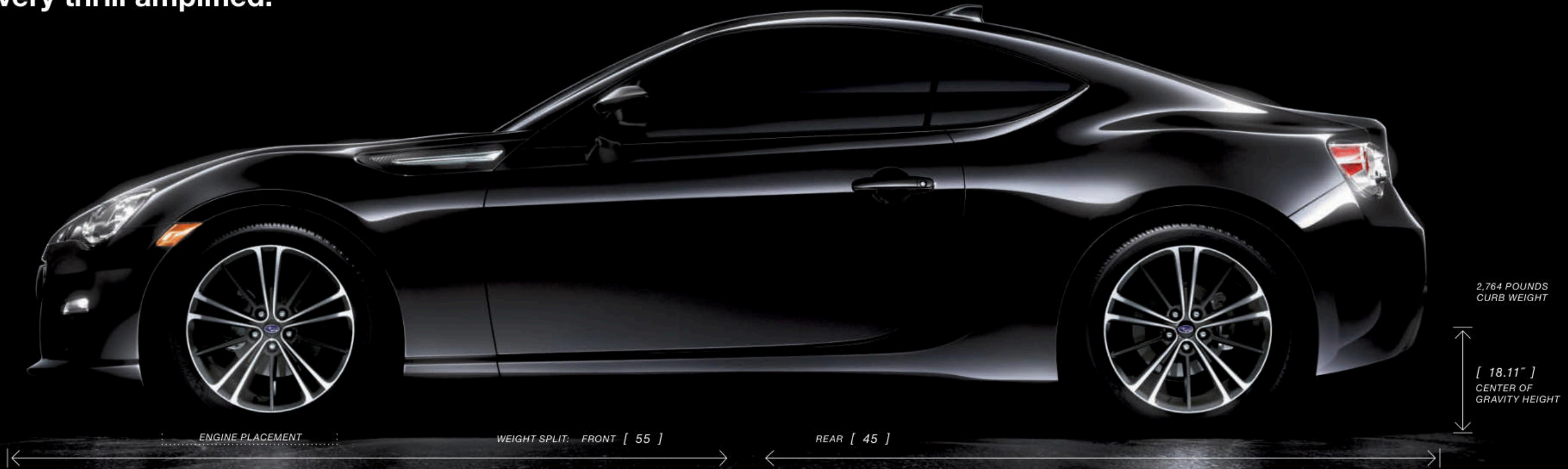
G-force optimized.

Driver-focused Cockpit

From the driver's seat, everything is optimized so you'll feel in control and connected. From the small-diameter, leather-wrapped steering wheel, to the strategically placed pedals, obliging shifter and low-mounted performance-design front seats with deep bolsters and available Alcantara® inserts—it's all perfectly assembled to create the ideal sports car driving position. The standard SUBARU STARLINK™ 6.2" Multimedia system gives you access to apps like Pandora,® iHeartRadio,® STITCHER and Aha™¹ as well as the clear sounds of HD Radio® and SiriusXM® Satellite Radio². The available dual-zone automatic climate control system keeps you and your front passenger in the comfort zone, while Bluetooth® hands-free calling and audio streaming simplifies making calls and listening to music.

1 Compatible smartphone and applications required. For applications to operate, latest version of each application is required. Data provided by smartphone is displayed on the audio system 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. Your wireless carrier's rates may apply. 2 Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer.

Every excess eliminated.
Every thrill amplified.

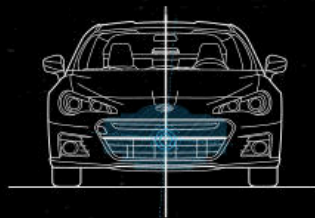


Lightweight—2,764 Pounds¹

Lightweight sports cars can react quicker, accelerate faster, and stop with more authority. With less heft, the 200-horsepower SUBARU BOXER® engine becomes a powerhouse, and the 11.6-inch disc brakes—world-beaters. 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.

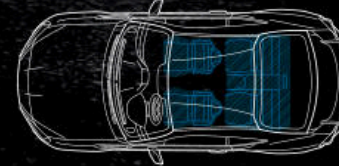


200-hp Boxer Engine

Low, stable, with immediate power delivery, the SUBARU BOXER® engine is the heart and soul of the BRZ. With port and direct-injection technology, its efficiency is impeccable—34 mpg³—and its power easily harnessed with either the lauded 6-speed close-ratio manual transmission, or a quick-shifting 6-speed automatic transmission with manual mode and paddle shifters.

Low Center of Gravity

Not only was the engine designed to make it 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. This blesses the BRZ with a supercar-like center of gravity measurement—18.11 inches—that keeps it firmly planted to the ground for otherworldly composure and response.



Driver-centric Ergonomics

With design features like a small-diameter steering wheel and optimally placed short-throw shifter, your hands can fully capitalize on the quick 13.1:1 steering ratio. 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.

1 Base curb weight for BRZ Premium. 2 BRZ Limited. 3 With automatic transmission. 2016 EPA highway fuel economy estimates. Actual mileage may vary.

2016 BRZ Series.HyperBlue



Hard to find. **Tough to match.**

Introducing the BRZ Series.HyperBlue. With a look all its own—Hyper Blue paint, black Alcantara®/leather seats accented with Hyper Blue stitching, black badging, black alloy wheels, and more—this is your chance to own a future classic. Limited to just 500 units, the BRZ Series.HyperBlue is both exclusive and elusive.

2016 BRZ | Acclaim

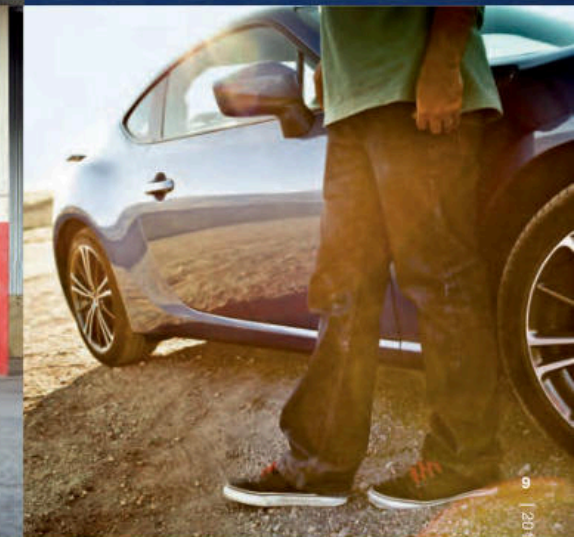


“With an excellent driving position, firm brake pedal, slick gear change, and easily controllable oversteer, **the car is a delight to push hard.**”

MotorTrend.com, January 2014

“This rear-drive **sports car is for purists** who want something they can drive every day, but also take to their favorite mountain roads, or even to a weekend race event, without changing a thing.”¹

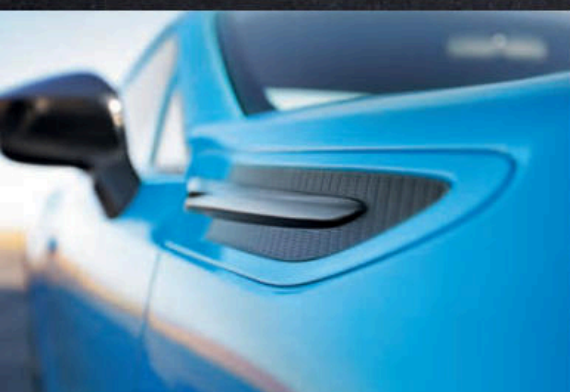
KBB.com, 2015 BRZ Review



© 2015 BRZ

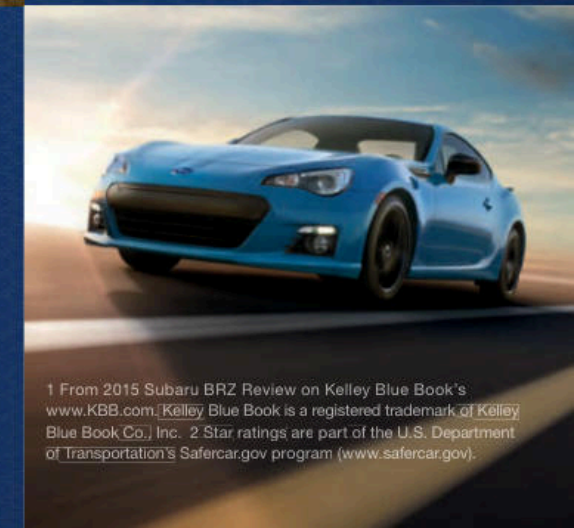
“The 2015 BRZ received a **five-star crash safety rating.**”²

NHTSA, 2015 (www.safercar.gov)



“The BRZ delivers in a way **few cars in this price range can.**”¹

KBB.com, 2015 BRZ Review



¹ From 2015 Subaru BRZ Review on Kelley Blue Book's www.KBB.com. Kelley Blue Book is a registered trademark of Kelley Blue Book Co., Inc. ² Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov).

2016 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
- Manually adjustable air-conditioning system
- Rear-Vision Camera

- SUBARU STARLINK™ 6.2" Multimedia system with Pandora®, iHeartRadio®, STITCHER and Aha™ smartphone app integration¹, high-resolution LCD touchscreen display, 8 speakers, AM/FM/CD player, HD Radio® with iTunes® tagging capability, USB port/iPod® control, SiriusXM® Satellite Radio², Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack
- Carpeted floor mats with embroidered BRZ logo and red stitching



BRZ Limited

Includes BRZ Premium key features and adds:

- Fog lights
- Trunk spoiler
- Alcantara® and leather-trimmed upholstery
- Center console and lower door knee pads with red stitching
- Heated front seats and side mirrors
- Dual-zone automatic digital climate control
- Keyless Access with Push-button Start
- Antitheft security system



BRZ Series.HyperBlue³

Includes BRZ Limited key features and adds:

- Limited availability (500 units)
- Exclusive Hyper Blue paint
- Black painted side mirrors
- Black exterior BRZ and SUBARU badging
- Black painted fender trim
- Multi-spoke 17-inch aluminum-alloy wheels with gloss black finish
- Aerodynamic underbody covers
- Alcantara® and leather-trimmed front seats with Hyper Blue embroidered BRZ logo and stitching

- Leather-wrapped steering wheel with Hyper Blue stitching
- Door trim with Hyper Blue stitching
- Center console and lower door knee pads with Hyper Blue stitching
- Shift boot and parking brake with Hyper Blue stitching
- Carpeted floor mats with embroidered BRZ logo and Hyper Blue stitching
- Instrument cluster meter visor with Hyper Blue stitching
- Frameless rearview mirror

2016 BRZ | Specifications

Engine and Drivetrain

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 and BRZ Series.HyperBlue: 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

Economy city/highway/combined⁴

Manual: 22/30/25 mpg
Automatic: 25/34/28 mpg

Fuel Requirement Premium unleaded gasoline (93 octane)

Fuel Capacity 13.2 gallons

Chassis

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 **BRZ Premium and BRZ Limited:** 17 x 7.0-inch multi-spoke aluminum-alloy. Dark gray with machine finish.
BRZ Series.HyperBlue: 17 x 7.0-inch multi-spoke aluminum-alloy. Gloss black finish.

Tires 215/45 R17 87W summer-performance

Spare Tire Temporary use T135/80 D16

2016 BRZ | Equipment

	BRZ Premium	BRZ Limited	BRZ Series.HyperBlue
Exterior			
High-intensity discharge (HID) low-beam and high-beam headlights	●	●	●
Fog lights	□	●	●
L.E.D. taillights	●	●	●
Rear bumper with integrated diffuser	●	●	●
Trunk spoiler	□	●	●
Black BRZ and SUBARU badging, fender trim and power side mirrors	—	—	●
Dual stainless-steel exhaust outlets	●	●	●
Body-color power side mirrors	●	●	—
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 3-spoke steering wheel with Hyper Blue stitching	—	—	●
Leather-wrapped shifter handle	●	●	●
Cloth upholstery	●	—	—
Alcantara® and leather-trimmed upholstery	—	●	—
Alcantara® and leather-trimmed upholstery with Hyper Blue embroidered BRZ logo and stitching	—	—	●
Aluminum-alloy pedal covers	●	●	●
Convenience Features			
Keyless Access with Push-button 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			
SUBARU STARLINK™ 6.2" Multimedia system with Pandora®, iHeartRadio®, STITCHER and Aha™ smartphone app integration¹, high-resolution LCD touchscreen display, 8 speakers, AM/FM/CD player, HD Radio® with iTunes® tagging capability, USB port/iPod® control, SiriusXM® Satellite Radio², Bluetooth® audio streaming and hands-free phone connectivity, and 3.5-mm auxiliary jack	●	●	●

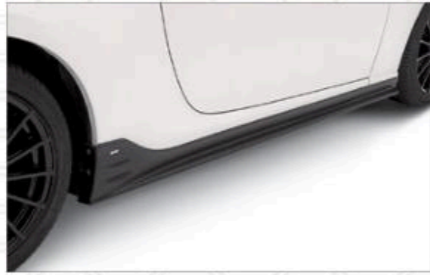
2016 BRZ | Equipment

	BRZ Premium	BRZ Limited	BRZ Series.HyperBlue
Instrumentation			
Sport-design gauges with analog speedometer, coolant temperature gauge, fuel gauge and center-mounted tachometer with integrated digital speedometer	●	●	●
Climate Control			
Manually adjustable CFC-free air-conditioning system with air filtration and rotary controls for temperature, 4-speed fan and airflow direction	●	—	—
Dual-zone automatic digital climate control system with air filtration and 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	●	●	●
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)	●	●	●
Rear-Vision Camera	●	●	●
PASSIVE			
Subaru advanced frontal airbag system with driver's and front-passenger's front airbags (SRS)⁵	●	●	●
Side-curtain airbags protecting front and rear occupants (SRS)⁵	●	●	●
Seat-mounted front side-impact airbags (SRS)⁵	●	●	●
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 retailer-installed accessory



STI Front Under Spoiler. STI Front Under Spoiler gives the BRZ a mean, ground-hugging attitude.



STI Side Under Spoiler. Continue the mean ground-hugging attitude down the rocker panels of the BRZ. Kit includes both left and right side under spoilers.



STI Rear Quarter Under Spoiler. Complete the ground-hugging look to the side of the BRZ with the addition of the rear quarter under spoilers. Kit includes both left and right rear quarter under spoilers.



Rear Diffuser. Lower rear body panel helps to direct airflow 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.



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



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.[®]



STI Alloy Wheels. The STI 15-spoke 17" wheels help give the BRZ the perfect blend of attitude and style, combined with improved handling performance and steering precision. This is due to the reduced weight of the alloy wheel when compared to stock alloy wheels. The wheels are finished in black and finished off with STI branded center caps.

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 retailer and other services are just a phone call away. And to protect you over the long haul, we offer Added Security[®]...ask for it by name—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 retailer has full coverage details.

Subaru Badge of Ownership

True commitment shows through. For Subaru owners, it shows in kayak scuffs and snowboard scratches. 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 will you get?



Durability



It's not disposable. It's family.

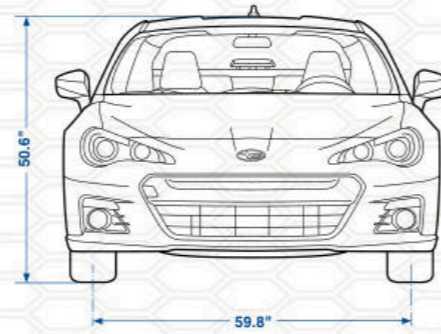
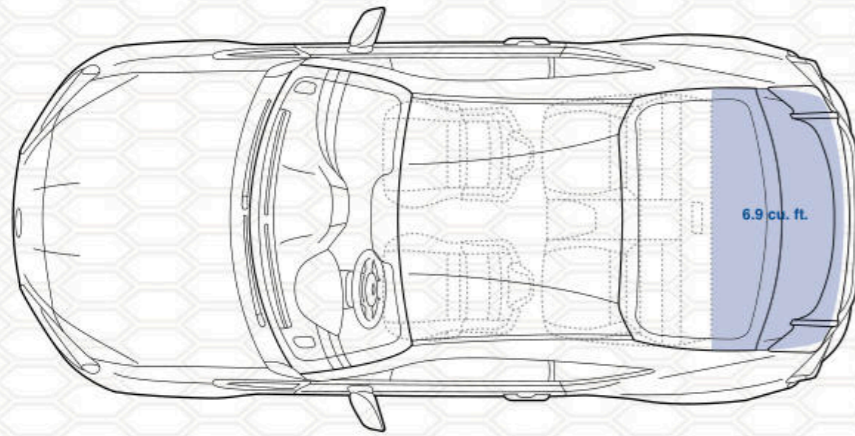
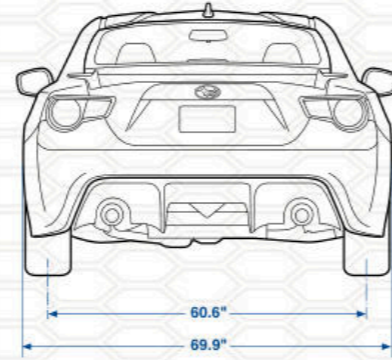
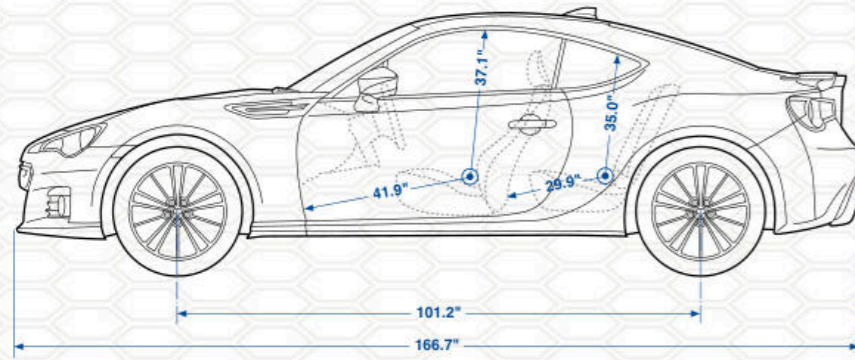
Life moves fast. Don't slow it down with a car you can't trust. At Subaru, we build each of our vehicles with the highest standards of manufacturing, and with designs that are inherently tough and resilient. It's why our vehicles excel in the extreme rigors of rally racing. And why 95% of all vehicles sold in the last 10 years are still on the road today.⁶ 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.

Warranties⁷

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:	<ul style="list-style-type: none"> • Brake Pads • Wiper Blades • Clutch Linings • Transmitter Batteries
Rust Perforation Limited Warranty	5 years, unlimited mileage.	
24-hour Roadside Assistance	3 years or 36,000 miles, whichever comes first.	

¹ Compatible smartphone and applications required. For applications to operate, latest version of each application is required. Data provided by smartphone is displayed on the audio system 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. Your wireless carrier's rates may apply. ² Activation and required monthly subscription sold separately. Includes 4-month trial subscription. See your retailer. ³ Limited availability. See your retailer. ⁴ 2016 EPA fuel economy estimates. Actual mileage may vary. ⁵ 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. ⁶ Based on IHS Automotive, Polk U.S. Total Registrations MY2005–October 2014. ⁷ 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.

2016 BRZ | Dimensions



Length/Width/Height	166.7 inches/69.9 inches (77.8 inches, including mirrors)/50.6 inches
Wheelbase	101.2 inches
Track (front/rear)	59.8 inches/60.6 inches
Base curb weight (manual/automatic)	BRZ Premium: 2,764 lbs/N/A BRZ Limited: 2,778 lbs/2,824 lbs BRZ Series.HyperBlue: 2,784 lbs/N/A
Coefficient of drag (Cd)	BRZ Premium: 0.29 BRZ Limited: 0.28 BRZ Series.HyperBlue: 0.27

Headroom (front/rear)	37.1 inches/35.0 inches
Legroom (front/rear)	41.9 inches/29.9 inches
Shoulder room (front/rear)	54.5 inches/51.7 inches
Passenger volume	76.5 cubic feet
Trunk volume	6.9 cubic feet

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2016 BRZ | Colors

Paint



Crystal White Pearl



Ice Silver Metallic



Pure Red



WR Blue Pearl



Hyper Blue



Dark Gray Metallic



Crystal Black Silica

Upholstery



Black Cloth
(BC)



Black Leather /
Alcantara®
(BA)

Color Combinations

	BRZ Premium	BRZ Limited	BRZ Series.HyperBlue
Crystal White Pearl	BC	BA	—
Ice Silver Metallic	BC	BA	—
Pure Red	BC	BA	—
WR Blue Pearl	BC	BA	—
Hyper Blue	—	—	BA
Dark Gray Metallic	BC	BA	—
Crystal Black Silica	BC	BA	—

— Not available