

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 help 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.

2013 Subaru BRZ



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





The joy of driving purified.

Introducing the all-new **2013 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 to bring you a level of involvement and response that will feel completely natural, yet unlike anything you've known before. 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.



Connected

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



Efficient

Get guilt-free fun with the fuel-friendly BRZ that achieves up to 34 highway MPG.¹



Protected

Having been named a 2013 IIHS Top Safety Pick,² the BRZ keeps fun well in hand.

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

— *LeftLaneNews.com, December 2012*

“... 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*

A 2013 IIHS Top Safety Pick¹

— *Insurance Institute for Highway Safety (IIHS)*



¹ 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.

Every day should feel
like a track day.



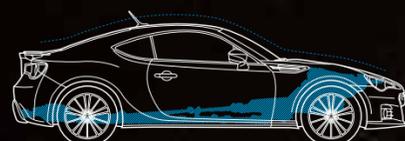
It only lacks one thing — **you.**

Interior Features

A wealth of standard features set the BRZ apart while keeping you connected. Find destinations easily with a 6.1-inch touchscreen navigation system. Make calls while keeping your phone stowed away with Bluetooth® hands-free calling. Plug in virtually any music player with 3.5mm audio jack, use the 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.

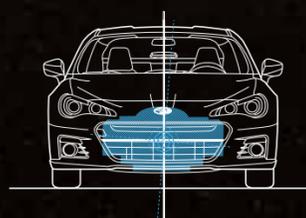


Every excess eliminated.
Every thrill amplified.



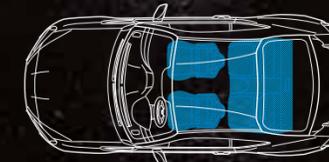
Lightweight—2,762 Pounds¹

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. Of course, what weight is left better be balanced. So its rear-drive layout means better front to rear weight distribution.



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 mpg³, the boxer is even better.



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.

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.

Low Center of Gravity

Not only was the engine redesigned 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.

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.

“The BRZ is meant to be a stellar handler, and Subaru came up pure aces on that score.”

— PopularMechanics.com, 2013 Subaru BRZ Test Drive

“... the Subaru BRZ is one hell of a real sports car and, on roads like these, will beat the tar out of all legitimate comers ... I felt as though I'd just driven a Porsche Cayman at less than half the price.”

— Autoblog.com, March 2012



“... it's a strong vote of confidence for the future of *fun*, an adjective that has been in short supply lately.”

— LeftLaneNews.com, December 2012

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



Which BRZ is yours?

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
- 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
- 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.

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.

Warranties¹

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.

ENGINE AND DRIVETRAIN	BRZ	
Engine	2.0-liter DOHC aluminum-alloy 16-valve 4-cylinder horizontally opposed SUBARU BOXER® engine with Dual Active Valve Control System (DAVCS)	
Power	200 hp @ 7,000 rpm	
Torque	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	
Transmission	Standard: Close-ratio 6-speed manual	Optional: 6-speed electronic automatic transmission with Sport mode, and manual mode with paddle shifters with rev-matching downshift control

TRACTION AND STABILITY		
Drivetrain	Rear-wheel drive	
Rear differential	Torsen® limited slip	
Vehicle Stability Control (VSC)	Standard (Includes Sport mode)	

FUEL		
Fuel economy (city/highway/combined) ²	Manual: 22/30/25 Automatic: 25/34/28	
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. Turns lock-to-lock: 2.48. Turning circle: 35.4 feet.	
Suspension	Sport-tuned 4-wheel independent. Front: Strut-type with lower L-arm. Rear: Double-wishbone. Front and rear stabilizer bars.	
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	17 x 7.0-inch machined-finish and dark gray multi-spoke aluminum-alloy	
Tires	215/45 R17 summer-performance	

EXTERIOR AND INTERIOR DIMENSIONS		
Length/Width/Height	166.7 inches/69.9 inches (including mirrors: 77.8 inches)/50.6 inches	
Wheelbase	101.2 inches	
Track (front/rear)	59.8 inches/60.6 inches	
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	
Cargo volume	6.9 cubic feet	
Base curb weight (manual/automatic)	BRZ Premium: 2,762 lbs/2,809 lbs BRZ Limited: 2,776 lbs/2,822 lbs	
Coefficient of drag (Cd)	BRZ Premium: .29 BRZ Limited: .28	

	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

High-resolution 6.1-inch touch-screen GPS navigation system and 8-speaker audio system with HD Radio™ with iTunes® tagging, USB port/iPod® control, Bluetooth® audio streaming and hands-free phone connectivity, SMS text messaging capability, SiriusXM™ and NavTraffic® ³	●	●
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INSTRUMENTATION

Sport-design gauges with analog speedometer, coolant temperature, fuel gauge and center-mounted tachometer with integrated digital speedometer	●	●
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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	●	●

SAFETY

	BRZ Premium	BRZ Limited
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)	●	●
LED 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 both rear seating positions.	●	●
LATCH system: Lower Anchors and Tethers for Children	●	●

● Standard - Not equipped □ Available dealer-installed accessory

¹ 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. ² 2013 EPA fuel economy estimates. Actual mileage may vary. 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) 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.

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Make your BRZ truly yours.



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 discrete 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 vehicle. 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 automatically darkens when headlights are detected from behind the vehicle. Features an electronic compass with a red transfective display. Three HomeLink® buttons can be programmed to operate 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®.

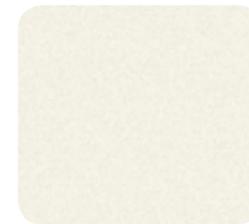


Cargo Organizer

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

Available Third Quarter of 2013.

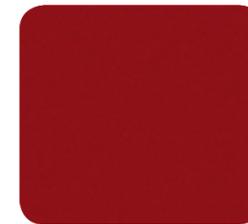
Paint



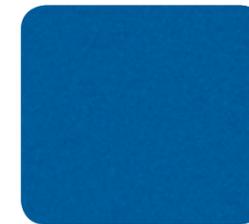
Satin White Pearl



Sterling Silver Metallic



Lightning Red



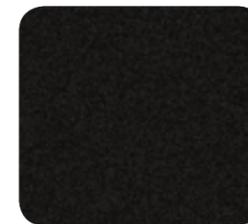
WR Blue Pearl



Galaxy Blue Silica

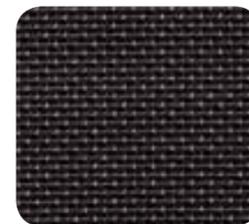


Dark Gray Metallic



Crystal Black Silica

Upholstery



Black Cloth



Black Leather and Alcantara®

Color Combinations

	BRZ PREMIUM	BRZ LIMITED
Satin White Pearl	Black Cloth	Black Leather and Alcantara®
Sterling Silver Metallic	Black Cloth	Black Leather and Alcantara®
Lightning Red	Black Cloth	Black Leather and Alcantara®
WR Blue Pearl	Black Cloth	Black Leather and Alcantara®
Galaxy Blue Silica	Black Cloth	Black Leather and Alcantara®
Dark Gray Metallic	Black Cloth	Black Leather and Alcantara®
Crystal Black Silica	Black Cloth	Black Leather and Alcantara®

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By producing these brochures in a green way rather than by traditional methods, we saved 10 trees preserved for the future; 4,920 gallons of wastewater flow saved; 330 lbs solid waste not generated; 907 lbs net greenhouse gases prevented; 5,000,000 BTUs energy not consumed. Calculations provided by Environmental Paper Network. FSC® is not responsible for any calculations on saving resources by choosing this paper.