

BRZ 2014



SUBARU

Confidence in Motion



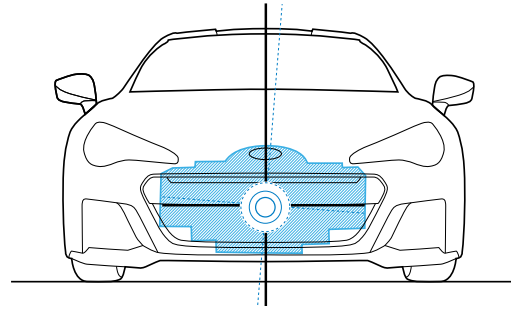


Pure performance and fun.

The thrill of the road, enhanced. Every moment of pleasure behind the wheel brings back the excitement of the first ride. Start the ignition: hear the deep notes of precision at work. It's magic. The SUBARU BOXER® engine, with its low centre of gravity. The BRZ demands to be driven hard and calls you back again and again and again.

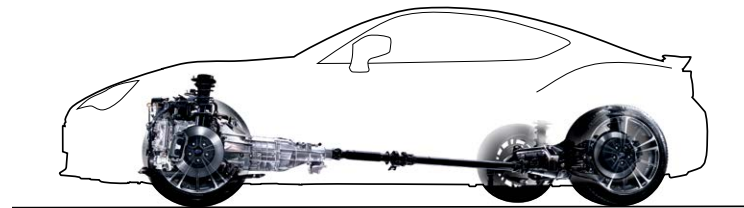


Designed from the ground up to be driven all-out.



Low centre of gravity

A true all-out, great-looking sports car, the 2+2 BRZ is practical and accessible, too. With a one-of-a-kind power plant, its handling conquers any winding mountain road or straightaway, anywhere you want to go. The result is nothing less than a thrill a minute. From roofline to seat positioning to the stunningly attractive car body, every engineering and safety advance (and there are many more) has created one of the lowest centres of gravity in any production vehicle on the road today. Get in, put it in gear (six-speed automatic or manual) and conquer the road.



Meant to be driven

A performance-car essential, and the way it should be built, rear-wheel drive allows the soulful SUBARU Boxer® engine to be placed even farther back, for the best possible precision cornering due to excellent front/back weight balance. The SUBARU BOXER® configuration also sets up the crankshaft perfectly in line with the drivetrain for tremendous stability and even greater dynamic performance. Then, as if that weren't enough sheer excitement, there is astounding precision as the quick-ratio steering reacts fast for great agility on curves, hills and highways.



Expect thrills.

Ingenious Subaru engineering has made the BRZ the most fun on four wheels and yet accessible to many buyers. To make that happen, precise handling allows you to experience the smoothest turns, and unbeatable cornering. This is the moment the driver's confidence in the machine lets Subaru deliver on its promise of uncompromising quality.



Lightweight body

Achieving design simplicity is difficult, but in this, and numerous other areas, Subaru has done it again. The BRZ's high-tensile steel body reduces weight, adding rigidity to the chassis for meticulous handling. A lightweight aluminum hood also contributes to the BRZ's low centre of gravity.



Performance suspension

Fully independent for maximum response, MacPherson front struts also aid rigidity, direct control and lower chassis engine placement. The rear end's double-wishbone design also soaks up the bumps without sacrificing precise control.

Responsive transmission



Get fully engaged with a close-ratio, 6-speed manual transmission with superb shift feel. Paddle shifters and downshift blipping control in the 6-speed automatic transmission further enhance the sport experience with two distinct performance shift modes.²

TORSEN®¹ LSD



TORSEN LSD imagery from WRX STI.

Exhilarating accuracy sets the Subaru BRZ apart from anything in its class. With the same type of advanced TORSEN® limited-slip differential as the high-performance WRX STI, the BRZ's LSD assures control in high-speed turns while enhancing confidence on rough roads.

Information Provided by:



¹ TORSEN is a registered trademark of JTEKT Corporation. ² A/T only.



SUBARU



BRZ

JMT 501

Fun at its heart.



The classic SUBARU BOXER® engine... reimagined

It's in Subaru's soul, even its DNA. The Subaru BRZ's 2.0-litre BOXER® engine is the 200-hp heart that beats fast inside the sleek sinuous body. Lower, more compact. Head turning, gorgeous, aerodynamic. Ingenious, thoughtful engineering brings it closer to the driver, for the ultimate in weight balance and fine, exacting handling. With radical direct-and-port fuel injection technology, there is more precise ignition for instant responsiveness and efficiency.

Step on it

Engage the six-speed transmission and push it. Rev it. Smile. At any rpm, you've got the power, with the Boxer's horizontally opposed pistons producing 151 pound-feet of torque. It's excitement in abundance, with less environmental impact, which is also a good thing. Let it move. Turn heads now and go!





Electrify every sense.





Folding rear seatback

It's a pure sports car of course. But fold the rear seatback down and put in golf bags, diving gear, tennis rackets, racing tires – whatever inspires you.

Sit in a Subaru BRZ and feel it instantly. Performance lovers will intuitively understand an interior completely focused on the driver's ultimate connection and control.

Rely on feel.



Leather/Alcantara[®]1 trim (Sport-Tech)

Performance-design front seats are available with premium leather trim and grippy Alcantara[®] inserts, featuring bolsters for keeping you in position while cornering. The seats also bring the vehicle's centre of gravity down even further.



Sport tachometer

Designed expressly for the enthusiast, a centrally located tach and digital speedometer provides the vital information for ultra demanding performance driving on highways or in city traffic.



High visibility

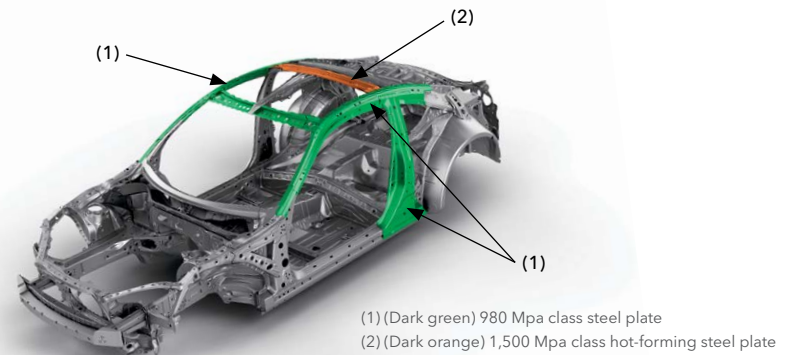
Clever interior design enables exceptional views from all angles – providing greater awareness of everything around you.

Vehicle stability

With an advanced electronic system, an array of sensors monitors braking, steering and yaw – to keep you in control when you push the Subaru BRZ to its limits.

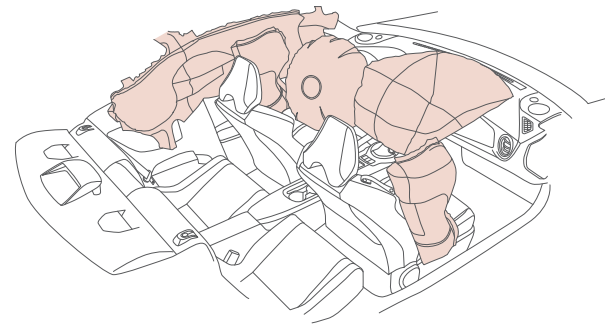


Count on confidence.



Ring-shaped reinforcement frame

Intense control is complemented by intense protection. The BRZ's frame design strengthens the passenger cabin from roof to doors, pillars to floor. Bolstered by generous use of high-tensile steel, this advanced design dissipates impact energy away from riders.



SRS airbags¹

In every Subaru BRZ there are heightened levels of control and visibility that develop driver confidence. Even so, front SRS airbags¹, front-side and curtain SRS airbags¹ are also standard equipment.

¹ SRS: Supplemental Restraint System. Effective when used in conjunction with seatbelts.

Believe your eyes.



17-inch aluminum-alloy wheels

Lightweight with distinctive style, every Subaru BRZ is equipped with 17-inch aluminum-alloy wheels that reduce unsprung weight – a great finishing touch.



Aerodynamic bodywork

As a result of its advanced design, the BRZ's stunning fluid lines achieve a drag coefficient of just 0.29 on the BRZ and 0.28 on the BRZ Sport-Tech.



HID headlights

With standard HID's brilliant clarity, the road view is always heightened and clear.



Rear spoiler (Sport-Tech)

The functional rear spoiler helps the BRZ glide through gusty winds with a sporty touch and reduced drag.

BRZ



- 200-hp 2.0-litre 4-cylinder SUBARU BOXER® engine
- Close-ratio 6-speed Manual Transmission (6MT) or optional 6-speed Automatic Transmission (6AT) with manual-mode paddle shifters and rev-matching downshift control
- Performance-tuned suspension and ultra-low centre of gravity
- TORSEN®¹ limited-slip rear differential
- 17-inch aluminum-alloy wheels
- Xenon High Intensity Discharge (HID) headlights (low beam) with manual leveling
- Premium cloth upholstery
- Heated side mirrors
- Voice-activated high-resolution 6.1-inch touch-screen GPS navigation system and 8-speaker audio system with Subaru STARLINK™² system featuring Aha™ infotainment smartphone integration,³ HD Radio® with iTunes®⁴ tagging, USB port/iPod®⁴ control, Bluetooth®⁵ audio streaming and hands-free phone connectivity, SMS text messaging capability,⁶ XM® Satellite Radio and XM® NavTraffic⁷
- Driver and front-seat passenger front and side-impact airbags; side curtain airbags⁹

BRZ Sport-Tech



- 200-hp 2.0-litre 4-cylinder SUBARU BOXER® engine
- Close-ratio 6-speed Manual Transmission (6MT) or optional 6-speed Automatic Transmission (6AT) with manual-mode paddle shifters and rev-matching downshift control
- Performance-tuned suspension and ultra-low centre of gravity
- 17-inch aluminum-alloy wheels
- Voice-activated high-resolution 6.1-inch touch-screen GPS navigation system and 8-speaker audio system with Subaru STARLINK™² system featuring Aha™ infotainment smartphone integration,³ HD Radio® with iTunes®⁴ tagging, USB port/iPod®⁴ control, Bluetooth®⁵ audio streaming and hands-free phone connectivity, SMS text messaging capability,⁶ XM® Satellite Radio and XM® NavTraffic⁷
- ▲ **Alcantara®⁸ and leather-trimmed upholstery**
- ▲ **Heated, sport-type front seats**
- ▲ **Low-profile rear spoiler**
- ▲ **Dual-zone digital climate control**
- ▲ **Fog lights**
- ▲ **Keyless Access & Start**

BRZ and BRZ Sport-Tech
ENGINE AND DRIVETRAIN

Engine	2.0-litre DOHC aluminum-alloy 16-valve horizontally opposed 4-cylinder SUBARU BOXER [®] engine with Dual Active Valve Control System.
Power Torque	200 hp @ 7000 rpm 151 lb-ft @ 6400-6600 rpm
Compression ratio	12.5:1
Bore and stroke (mm)	86 x 86
Fuel system	Direct and port fuel injection
Manual transmission	Close-ratio 6-speed manual BRZ and BRZ Sport-Tech : Standard
Automatic transmission	6-speed electronic automatic transmission with Sport mode, and manual mode with paddle shifters and rev-matching downshift control BRZ and BRZ Sport-Tech : Optional

TRACTION AND STABILITY

Drivetrain	Rear-wheel drive
Rear differential	TORSEN ^{®1} limited slip
Vehicle Stability Control	Standard (Includes Sport mode)

FUEL

Fuel Economy City/Highway	Manual: 9.6/6.6 L/100 km Automatic: 8.3/5.9 L/100 km
Fuel Capacity (Litres)	50
Fuel Requirement	Premium unleaded gasoline (93 octane)

CHASSIS

Steering	Electric power-assisted quick ratio rack-and-pinion. Turns lock-to-lock: 2.48. Turning circle: 5.4 metres curb to curb.
Brakes	4-wheel disc, ventilated front. 4-channel, dual piston front and single piston rear calipers. 4-sensor ABS with Electronic Brake-force Distribution (EBD).
Brake Assist	When emergency braking is detected by how quickly the brake pedal is pressed, maximum brake pressure is immediately applied.

WHEELS AND TIRES

Wheels	BRZ and BRZ Sport-Tech : 17 x 7.0-inch aluminum Anthracite alloy wheels with silver accents including spokes
Tires	BRZ and BRZ Sport-Tech : 215/45 R17 Michelin [®] summer performance tires

EXTERIOR AND INTERIOR DIMENSIONS

Length/Width/Height (mm)	4235/1775/1285 (excluding antenna)
Headroom (mm) [front/rear]	944/888
Legroom (mm) [front/rear]	1065/759
Cargo volume (Litres)	196

	BRZ	BRZ Sport-Tech
EXTERIOR		
Bi-Xenon High Intensity Discharge (HID) headlights with manual leveling	●	●
Fog lights	-	●
Rear spoiler	-	●
LED taillights	●	●
Rear bumper with integrated diffuser	●	●
Heated body colour power side mirrors	●	●
Dual stainless-steel exhaust outlets	●	●
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	●	●
Flat-folding rear seatback	●	●
Premium cloth upholstery	●	-
Alcantara® and leather-trimmed upholstery	-	●
CONVENIENCE FEATURES		
Keyless Access & Start	-	●
Auto-on/off headlights	●	●
Power front windows with auto-up/down	●	●
Electronic cruise control	●	●
Automatic transmission manual-mode paddle shifters	▲	▲
Manually adjustable tilt/telescoping steering column	●	●
AUDIO AND COMMUNICATION SYSTEMS		
Voice-activated high-resolution 6.1-inch touch-screen GPS navigation system and 8-speaker audio system with Subaru STARLINK™ ² system featuring Aha™ infotainment smartphone integration ³ , HD Radio® with iTunes® ⁴ tagging, USB port/iPod® ⁴ control, Bluetooth® ⁵ audio streaming and hands-free phone connectivity, SMS text messaging capability, ⁶ XM® Satellite Radio and XM® NavTraffic ⁷	●	●
CLIMATE CONTROL		
Manually adjustable CFC-free air conditioning 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 and panic alarm	●	●
Antitheft security system	●	●
Engine immobilizer	●	●
SAFETY		
ACTIVE		
Vehicle Stability Control	●	●
Traction Control System (TCS)	●	●
4-wheel antilock brakes (ABS) with Electronic Brake-force Distribution (EBD) and Brake Assist	●	●
PASSIVE		
Dual-stage deployment driver and front-passenger front airbags (SRS) ⁹	●	●
Side-curtain airbags protecting front and rear outboard occupants (SRS) ⁹	●	●
Seat-mounted front side-impact airbags (SRS) ⁹	●	●
Whiplash protection front seats	●	●
Height adjustable 3-point front seatbelts with pretensioners and load limiters	●	●



8-SPEAKER AUDIO SYSTEM
This powerful audio system, with a two-channel amp and eight speakers, brings your music to life. Input options include CD, USB and an auxiliary jack.



DUAL-ZONE AUTOMATIC AIR-CONDITIONING¹⁰
An advanced climate control system allows different driver and passenger temperature settings, depending on personal preference.



PADDLE SHIFTERS
Execute crisp shifts with your fingertips. Standard with automatic transmission models.



HEATED FRONT SEATS¹⁰
Two settings counteract cold Canadian days with available heated front seats, offering rapid heating or soothing warmth.



6-SPEED TRANSMISSIONS
With either the manual or automatic transmission (with paddle shift and downshift blipping controls), there's that moment of total confidence when the right gear helps accelerate the BRZ perfectly.



FOG LAMPS¹⁰
For added safety, multi-reflector fog lamps emit wide, flat beams that produce less glare when visibility is impaired.



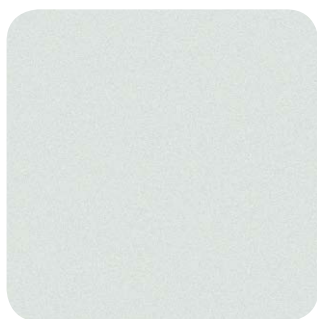
17-INCH ALUMINUM-ALLOY WHEELS
With Michelin® summer performance tires, these attractive lightweight 15-spoke alloy wheels contribute to the BRZ's advanced handling system.



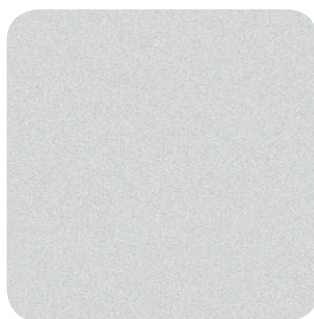
KEYLESS ACCESS AND PUSH-BUTTON START¹⁰
On Sport-Tech models, start your Subaru BRZ without removing a key from your pocket or purse.

1 TORSEN is a registered trademark of JTWKT Corporation. 2 STARLINK is a trademark of Fuji Heavy Industries, Ltd. 3 Compatible smartphone and free Aha app 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. 4 Apple, iPhone, iPod and iTunes are registered trademarks of Apple Inc. 5 Bluetooth is a registered trademark of Bluetooth SIG, Inc. America. 6 Compatible smartphone required. See owners manual for details. 7 Subscription required. 8 Alcantara is a registered trademark of Alcantara S.p.A. 9 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. 10 Standard on Subaru BRZ Sport-Tech.

Paint



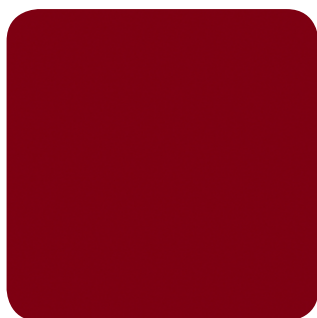
Satin White Pearl



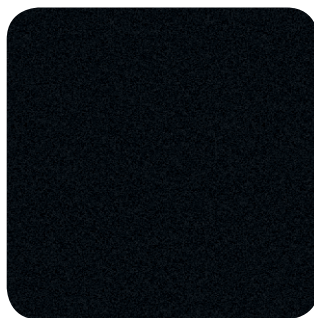
Sterling Silver Metallic



World Rally Blue Pearl



Lightning Red

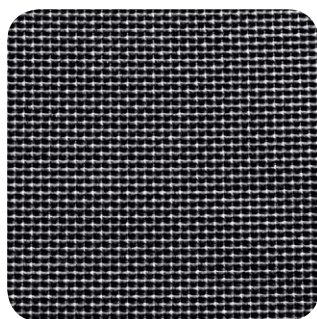


Dark Grey Metallic



Crystal Black Silica

Upholstery



Anthracite Black Cloth (BC)



Anthracite Black Leather/
Black Alcantara®
(BL)

Colour Combinations

	BRZ	BRZ Sport-Tech
Satin White Pearl	BC	BL
Sterling Silver Metallic	BC	BL
World Rally Blue Pearl	BC	BL
Lightning Red	BC	BL
Dark Grey Metallic	BC	BL
Crystal Black Silica	BC	BL



Subaru Warranties

Every Subaru vehicle is designed and built to offer our customers the highest possible level of quality and reliability. We are proud of our vehicles and proud to stand behind them with a comprehensive warranty. For 2014 model year vehicles, the warranty on all Subaru vehicles consists of the following:

New Vehicle Limited Warranty (36 month/60,000 km) – Covers basic and major components for 36 months or 60,000 km.

Major Component Limited Warranty (60 month/100,000 km) – Extends coverage of major components (more than just powertrain) up to 60 months or 100,000 km.

Surface Corrosion Limited Warranty (36 month/60,000 km) – Covers surface corrosion to visible painted body panels for 36 months or 60,000 km.

Anti-Perforation Limited Warranty (60 month/unlimited km) – Covers perforation due to corrosion to body sheet metal panels for 60 months, regardless of kilometres.

Emission Control System Limited Warranty – Covers the majority of emissions components for 36 months or 60,000 km and the major parts of the emission control system for 96 months or 130,000 km.

Parts and Accessories Limited Warranty – Covers Subaru parts and accessories installed by the dealer prior to retail delivery of the vehicle for 36 months or 60,000 km, and Subaru parts and accessories installed by the dealer after the retail delivery of the vehicle for 12 months or 20,000 km from the date of the installation.

The above information is an overview of warranty coverage and is not a warranty statement. If you wish to see more details regarding Subaru warranties, please refer to your Subaru warranty booklet, contact your local dealer or visit our website at subaru.ca.

Subaru C.A.R.E. (Customer Assistance for Roadside Emergencies)

The Subaru C.A.R.E. program (which is backed by the Canadian Automobile Association [CAA]) is offered free of charge for the first three years from date of purchase on every new Subaru vehicle or as part of a Subaru Protection Plan. As a Subaru C.A.R.E. member, you can count on fast, courteous emergency roadside assistance 24 hours a day, 365 days a year. You will receive a membership card and have access to a dedicated toll-free telephone number (in English or French), allowing you to take advantage of over 20,000 roadside assistance contractors and 1,000 CAA and American Automobile Association (AAA) offices throughout Canada and the United States. Ask your dealer for details or visit subaru.ca.

Subaru Canada, Inc., is proud to be the first vehicle manufacturer to have a direct relationship with CAA, giving our customers the benefit of CAA's unparalleled level of experience and service.

Subaru Protection Plan

As a Subaru owner, you have expectations for a pleasurable, trouble-free ownership experience – now and into the future. Once your 36-month/60,000-km New Vehicle Limited Warranty period ends,* our Subaru Protection Plan (SPP) – the only vehicle service contract endorsed by Subaru Canada for Subaru vehicles – can prolong your hassle-free ownership experience with three levels of extended service contract coverage tailored to your needs: Powertrain Protection; Major Protection; or Complete Protection (best level of coverage to complement the 60-month/100,000-km Major Component Limited Warranty). SPP offers comprehensive mechanical and electrical coverage and a number of additional features and benefits, such as Roadside Assistance and Alternate Transportation, for up to 7 years or 160,000 kilometres from your vehicle's in-service date. Whether your vehicle is purchased or leased, SPP protects you and your investment. Be sure to ask your dealer for details or visit subaru.ca.

*If you already own a Subaru vehicle and it is still within the 36-month/60,000-km New Vehicle Limited Warranty period, you are still eligible for SPP.

Subaru vehicles are uniquely designed to get out there more—and to leave it out there less. We build our vehicles for maximum longevity because more time spent on the road equals less time spent in junkyards and landfills. Fully 95.5% of our vehicles sold in Canada over the last 10 years are still on the road today.¹ You'll also find very little waste created in the production of a Subaru—many of our vehicles are built in the Subaru of Indiana Automotive, Inc., (SIA) factory, which was the first manufacturing facility in the U.S. to achieve zero-landfill status. Other Subaru facilities around the world now achieve similar goals in helping to preserve the environment. Respect for our surroundings is yet another way that Subaru vehicles help to build driver confidence for the road ahead.

¹ Based on R. L. Polk Canada, Inc. Canadian Vehicle In Operation data as of July 1, 2012, for model years 2003-2012. Actual longevity of any car will vary based upon operating conditions.



Confidence in Motion

www.subaru.ca

The Supplemental Restraint System (SRS airbags) affords the driver and passenger additional protection in some 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. The combination of SRS and seatbelts provides the best protection in a serious accident. All illustrations, specifications, features and photographs contained in this brochure are based on product information available at the time of its printing, and may not be completely accurate following its publication. Colours shown may vary due to reproduction variations in the printing process, and some vehicle parts cannot be shown in certain photographs. Subaru Canada, Inc. reserves the right to discontinue or make changes at any time, without notice or incurring obligations, to colours, materials, equipment, accessories, features, specifications and models, or to change their prices. Some models shown may be from international markets and are not available in Canada, or they may be shown with equipment or accessories that are optional (at extra cost) or only available in certain combinations, or they may be subject to product delays or not be available in Canada. Please visit subaru.ca for the latest information and specifications. For complete details on product updates, warranties or the Subaru C.A.R.E. program, please contact your Subaru dealer. BRZ, Impreza, Outback, Legacy, Forester, Tribeca, WRX, STI, XV Crosstrek, Lineartronic, Subaru, SUBARU BOXER, Subaru C.A.R.E. and Subaru C.A.R.E. Customer Assistance for Roadside Emergencies are registered trademarks. EyeSight is a registered trademark of Fuji Heavy Industries, Ltd. Confidence in Motion and STARLINK are trademarks of Fuji Heavy Industries, Ltd. Aha is a trademark of Harman International Industries, Inc. Blueconnect is a registered trademark of Johnson Controls, Inc. Bluetooth is a registered trademark of Bluetooth SIG, Inc. Brembo is a registered trademark of Brembo SpA. DivX is a registered trademark of Rovi Corporation. Dunlop is a registered trademark of the Goodyear Tire & Rubber Company. HomeLink is a registered trademark of Johnson Controls, Inc. Kicker is a registered trademark of Stillwater Designs and Audio, Inc. MOMO is a registered trademark of MOMO USA. Harman Kardon is a registered trademark of Harman International Industries, Inc. iPod is a registered trademark of Apple Inc. © 2012 Sirius XM Canada Inc. "SiriusXM", the SiriusXM logo, channel names and logos are trademarks of SiriusXM Radio Inc. and are used under licence. Printed in Canada. © 2013 Subaru Canada, Inc. 2014 model year.



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