

2023
BRZ



The Subaru BRZ. Sportscar party. Subaru DNA.



SUBARU

Rediscover rubber and road.

Meet the 2023 BRZ.

Driving should feel like driving. It's a simple, undeniable idea that gets right at the heart of the BRZ, a hyper-focused, thrillingly pure sports car—with the power, torque and acceleration to prove it. You're the driver, and the BRZ won't let you forget it.



Pure Sports Car

This BRZ is rooted in the classics—a front-engine, rear-wheel drive layout paired with a close-ratio six-speed manual transmission. You can also opt for a six-speed automatic with paddle shifters and rev matching for near-instant responsiveness.



Engineered To Be Driven

The BRZ features a 2.4-liter SUBARU BOXER® engine with 228 hp and 184 lb-ft of torque, delivered early and across a wide rev range. That power is in your control, thanks to a stiff chassis, track-tested suspension, ultra-low center of gravity and balanced weight distribution. Plus, as a Subaru, you know the BRZ is built to last—96% of Subaru vehicles sold in the last 10 years are still on the road today.¹



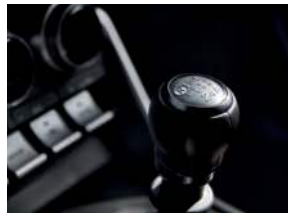
Driver-Focused

At the center of its design is you. That's why everything inside the BRZ is oriented to put the driver in control, from the placement of the pedals, shifter and leather-wrapped steering wheel to the low-mounted performance-design front seats locking you into position.



Connected

The BRZ creates a sense of connection all around you with intuitive designs, including a customizable digital instrument cluster and standard SUBARU STARLINK® Multimedia with Apple CarPlay® and Android Auto™ integration. You can also set the perfect temperature even before you step in, thanks to Remote Engine Start with Climate Control.^{2,3} For greater peace of mind, you have advanced safety systems like Subaru EyeSight® Driver Assist Technology,^{4,5} Blind-Spot Detection and Rear-Cross Traffic Alert.^{2,6}



BRZ Limited in WR Blue Pearl.

To know it,
you have to
drive it.

This sports car is about more than sleek styling. It's about something you can feel right off the line—and it's made possible by a direct-injection SUBARU BOXER engine with a broad torque curve and more standard horsepower than the Mazda MX-5 Miata, Honda Civic Si and Mini Cooper S Hardtop.¹ Enter a corner and the BRZ will reveal the control and precision of its track-tested Subaru-engineered suspension paired with Michelin® Pilot® Sport 4 tires.² Needless to say, this sports car is for fans of sharp objects.

¹ Based on competitor information from manufacturer websites as of April 2021.
² Availability varies by trim level. See your retailer for details.





Cockpit, not interior.

In here, all that matters is that you're the driver. Low-mounted performance-design front seats keep you centered and in place, while the perfectly placed pedals, shifter and leather-wrapped steering wheel let you make your maneuvers decisively. The BRZ is also practical, with comforts like dual-zone automatic climate control and conveniences like a folding rear seatback. With a customizable digital instrument cluster featuring Normal, Sport¹ and Track display modes, you can dial in your drive with only the information you want to see. For easy access to music and apps, there's standard SUBARU STARLINK Multimedia with Apple CarPlay[®] and Android Auto[™] integration. And thanks to Remote Engine Start with Climate Control,^{2,3} you can set the perfect temperature even before you get in.





Light and Balanced

As the only rear-wheel drive Subaru, the BRZ is a marriage of ideals and engineering. Its classic front-engine layout has been carefully honed for a balanced weight distribution, and its chassis boasts impressive rigidity while still maintaining a low weight.

Low Coefficient of Drag

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, aerodynamic underbody panels and a rear diffuser help the BRZ cut through the air and sharpen its performance.

SUBARU BOXER Engine

The heart and soul of the BRZ is its 2.4-liter SUBARU BOXER engine with **228 hp** and **184 lb-ft of torque**. Designed to be light, low and stable, the BOXER engine has been optimized to deliver power and torque early and over a wide rev range.

Ultra-Low Center of Gravity

Not only was the engine designed to be compact, allowing it to be mounted low in the chassis, every element of the BRZ was placed as low as possible, from the roofline to the seating position. It all works together to give the 2023 BRZ an ultra-low center of gravity—just **17.95 inches**.

Performance-Design Seats

When you're deep in the corners, you'll be glad that the BRZ comes standard with supportive front seats with deep bolsters and available Ultrasuede® inserts,² which provide extra grip to help keep you in the pocket.

Responsiveness

The driver-focused BRZ features a quick-ratio **13.5:1** electric power-assisted rack-and-pinion steering system. Further control is offered in two forms: a close-ratio six-speed manual transmission or a six-speed automatic with paddle shifters and rev-matching downshift control.



Peace of mind and performance coexist.

The BRZ offers a wide range of available safety innovations, including LED Steering Responsive Headlights¹ with High Beam Assist,² SUBARU STARLINK Safety and Security,^{1,3} Blind-Spot Detection and Rear Cross-Traffic Alert.^{1,4} It also offers Subaru EyeSight Driver Assist Technology,^{2,5} a suite of systems designed to watch the road ahead, alert you and even intervene to help avoid a collision.



BRZ Limited in Sapphire Blue Pearl.

How EyeSight Looks Ahead



Pre-Collision Braking

Can help slow and bring your BRZ to a full stop if necessary.



Lane Departure and Sway Warning

Can alert you if you drift to the edge of your lane and begin to cross into another.



Adaptive Cruise Control

Traffic doesn't always flow smoothly. EyeSight can keep a set speed, look ahead and help your BRZ automatically adjust to keep your distance, even in stop-and-go traffic.



Pre-Collision Throttle Management

Can reduce engine power to help give you more time to react and to help minimize the possible impact force and frontal impact damage.

¹ Availability varies by trim level. See your retailer for details. ² Requires automatic transmission. ³ Activation with subscription required. Includes a 3-year trial subscription to Safety Plus services and a 6-month trial subscription to Safety and Security Plus services. The Concierge plan can be purchased annually or monthly. A credit card on file will be required for specific packages and for renewal purposes. Not available in all states. See your retailer for details. ⁴ Blind-Spot Detection, Lane Change Assist and Rear Cross-Traffic Alert are systems designed to assist the driver by monitoring the rear and side areas of the vehicle during a lane change or reversing and are not a substitute for safe and attentive driving. ⁵ EyeSight is a driver assist technology, which may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors such as vehicle maintenance, weather and road conditions. See Owner's Manual for complete details on system operations and limitations



Subaru is a six-time **Best Performance Brand** winner, according to Kelley Blue Book.¹



96% of Subaru **vehicles** sold in the last 10 years are still on the road today.²



According to Forbes, Subaru is among the **Top 10 Brands** consumers love.³



Subaru is Kelley Blue Book's **Most Trusted Brand** eight years running.⁴



The Subaru BRZ is a 2022 **Edmunds Top Rated Award** winner.



BRZ Premium

- 228-hp direct-injection 2.4-liter 4-cylinder SUBARU BOXER engine
- Close-ratio 6-speed manual transmission or 6-speed automatic transmission with manual-mode paddle shifters and rev-matching downshift control
- Sport-tuned suspension
- Multi-spoke 17-inch aluminum-alloy wheels
- Auto-on/off LED headlights and LED taillights
- Functional front bumper, fender and rear bumper vents
- Integrated front bumper underspoiler
- Side rocker spoilers
- Ducktail-design rear decklid
- Body-color exterior mirrors
- 7.0-inch customizable digital gauge cluster with Normal, Sport¹ and Track display modes, digital speedometer, tachometer, coolant temperature and fuel level displays, G-force meter and lap time displays and other vehicle functions
- Cloth upholstery
- Leather-wrapped steering wheel with audio system, Bluetooth® and meter display controls
- Auto-up/down power windows
- Electronic cruise control
- Rear-Vision Camera
- Keyless Access with Push-Button Start
- Anti-theft security system
- SUBARU STARLINK 8.0-inch Multimedia Plus system with Apple CarPlay® and Android Auto™ integration, high-resolution LCD touchscreen display, voice-activated controls, SiriusXM®² including 4-month Platinum Plan and SiriusXM Travel Link®² trial, AM/FM stereo with HD Radio®, dual USB input ports, 6 speakers, and Bluetooth® audio streaming and hands-free phone and text messaging connectivity
- EyeSight Driver Assist Technology^{1,3}
- High Beam Assist¹
- Carpeted floor mats with embroidered BRZ logo and red stitching



BRZ Limited

Includes BRZ Premium key features and adds:

- 18-inch aluminum-alloy wheels with Michelin® Pilot® Sport 4 summer-performance tires
- LED Steering Responsive Headlights
- Heated, body-color exterior mirrors
- Ultrasuede® and leather-trimmed upholstery
- Aluminum-alloy sill cover inserts
- Brin Naub® instrument cluster visor
- 8 speakers with 2-channel amplifier
- Dual-mode heated front seats
- STARLINK Safety and Security enabled⁴: Includes features and services such as Advanced Automatic Collision Notification, Remote Engine Start with Climate Control^{1,5} and Concierge Services
- Blind-Spot Detection with Lane Change Assist and Rear Cross-Traffic Alert⁶
- Reverse Automatic Braking^{1,7}



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



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



STI Under Spoiler – Rear Quarter. Complete the look on 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 Bumper Appliqué. Clear, scratch-resistant vinyl film helps to protect bumper upper surface and leading edge. Includes a discreet pearl-colored Subaru logo.



Fender Vent Accent. Intensify the aggressive design of the BRZ with the addition of the Fender Vent Accent. The accent is finished in gloss black and adds a level of attitude to the modern styling of the vehicle. Comes in a set of two.



Sunshade – Windshield. The foldable sunshade offers a triple layer of protection to help reduce vehicle temperature up to 40 degrees. Custom-cut to fit properly, it includes a handy storage bag.



Vortex Generator. Add a stylish look of performance to your BRZ with the Vortex Generator.



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



Footwell Illumination Kit. Casts a soft blue glow onto the front floor area.



Auto-Dimming Mirror with Compass and HomeLink®. This upgraded Auto-Dimming Mirror detects glare and darkens automatically to protect your vision while featuring an 8-point digital compass. Three backlit HomeLink® buttons can be programmed to operate most garage doors, security gates, home lighting and more. Can also provide you with the last status of your garage door (open or closed) if programmed to a compatible opener featuring two-way communication.



LED Upgrade – Dome Light. The LED dome light offers brighter, whiter and crisper interior lighting than the standard equipment lighting.



STI Starter Switch. Upgrade the stock push start button with the STI Starter Switch. The cherry red button with the STI logo in the center gives the interior of your BRZ a sporty appearance.

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 10 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.



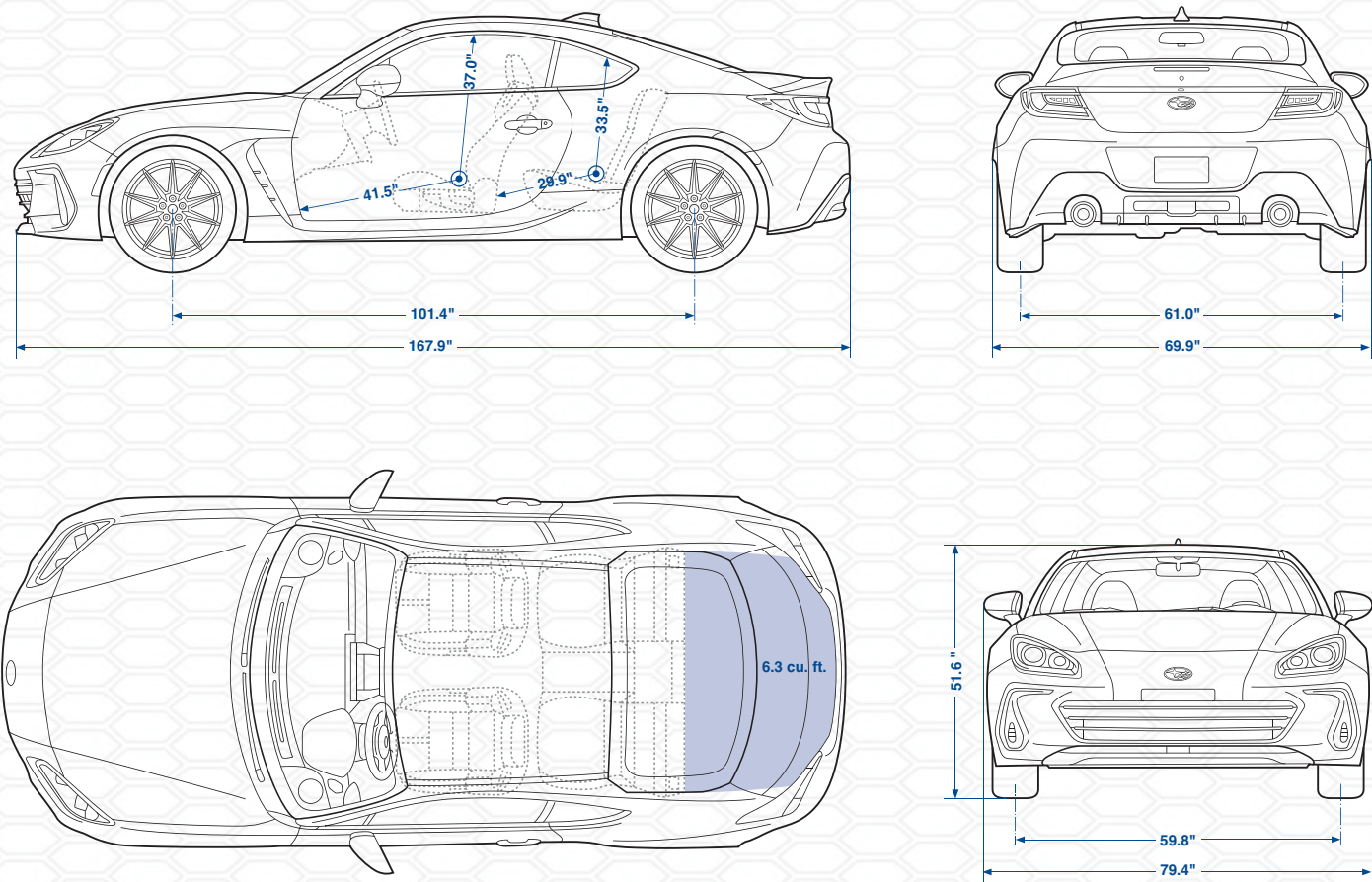
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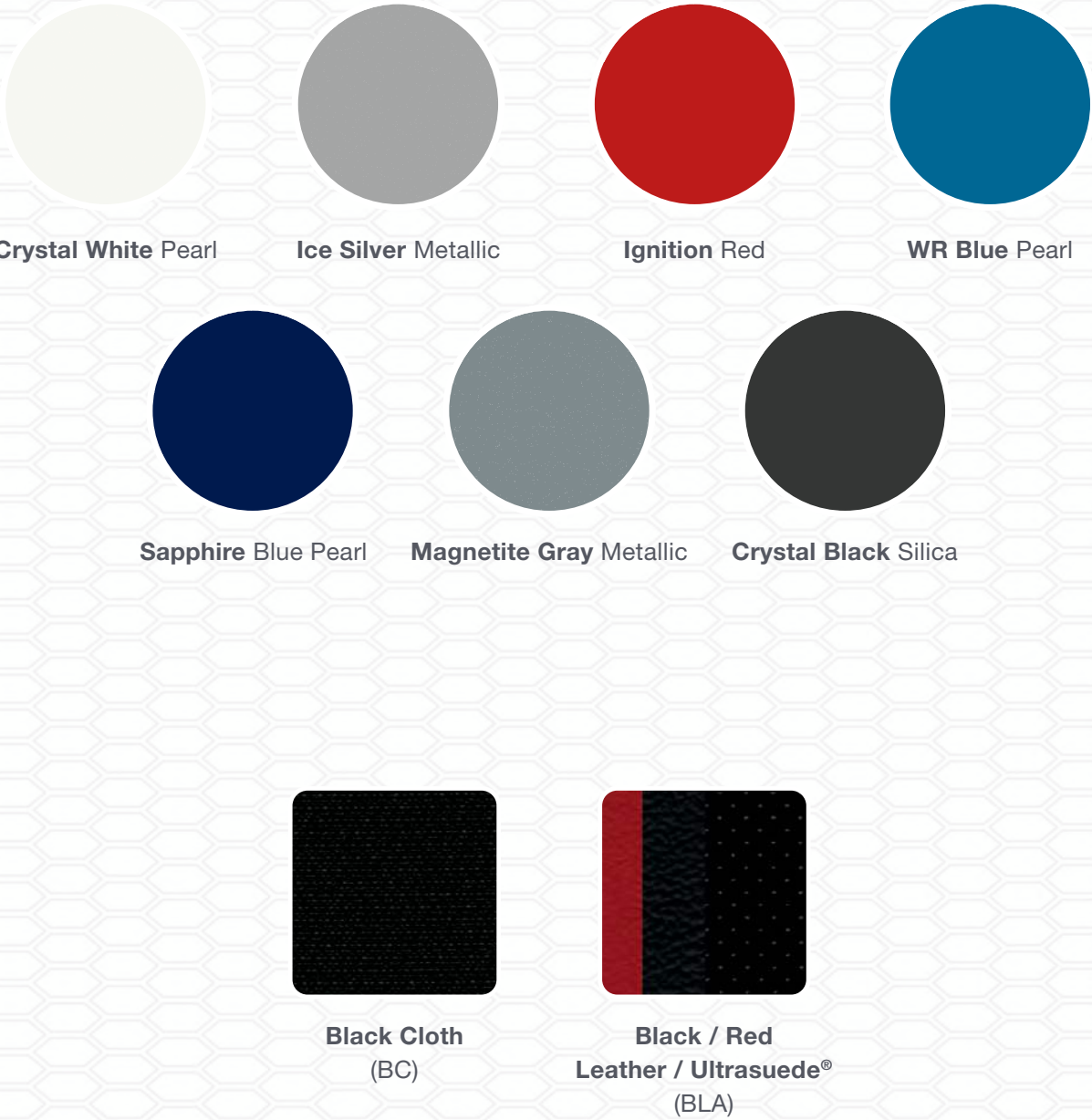
1 Requires automatic transmission. See your retailer for details. 2 All SiriusXM® services require a subscription, sold separately by SiriusXM after the trial period. Your SiriusXM® service will automatically stop at the end of your trial unless you decide to subscribe. If you decide to continue service, the subscription plan chosen will automatically renew and be charged according to your chosen payment method at the then-current rates. Fees and taxes apply. See the SiriusXM Customer Agreement & Privacy Policy at www.siriusxm.com for full terms and how to cancel, which includes online methods or calling 1-866-635-2349. Available in the 48 contiguous United States, D.C., and Puerto Rico (with coverage limits and capable receiver). Visit <http://www.siriusxm.com/FAQS> for most current service area information. Availability of some services and features is subject to device capabilities and location restrictions. All fees, content and features are subject to change. SiriusXM, Pandora and all related logos are trademarks of Sirius XM Radio Inc. and its respective subsidiaries. 3 EyeSight is a driver assist technology, which may not operate optimally under all driving conditions. The driver is always responsible for safe and attentive driving. System effectiveness depends on many factors such as vehicle maintenance, weather and road conditions. Pre-Collision Braking System is designed to provide automatic braking that either prevents a collision or reduces the severity of a frontal impact. Pre-Collision Throttle Management is designed to reduce acceleration and minimize the severity of certain frontal impacts. Adaptive Cruise Control and Brake Light Recognition are designed to assist the driver and are not substitutes for safe and attentive driving. Lane Departure and Sway Warning and Lane Keep Assist operate only when the lane markings are visible and system effectiveness depends on many factors. See Owner's Manual for complete details on system operation and limitations. 4 Activation with subscription required. Includes a 3-year trial subscription to STARLINK Safety Plus services and a 6-month trial subscription to STARLINK Safety and Security Plus services. The Concierge plan can be purchased annually or monthly. A credit card on file will be required for specific packages and for renewal purposes. Not available in all states. See your retailer for details. 5 Requires subscription to STARLINK Safety and Security Plus services. 6-month free trial included. Not available in all states. See your retailer for details. 6 Blind-Spot Detection, Lane Change Assist and Rear Cross-Traffic Alert are systems designed to assist the driver by monitoring the rear and side areas of the vehicle during a lane change or reversing and are not a substitute for safe and attentive driving. 7 The Reverse Automatic Braking System is not a substitute for safe and attentive driving. System effectiveness depends on many factors, such as vehicle maintenance, weather and road conditions. Always exercise caution and use vehicle mirrors and the Rear-Vision Camera when backing up. See Owner's Manual for complete details on system operation and limitations. 8 2023 EPA fuel economy estimates. Actual mileage may vary. 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 Based on Experian Automotive non-luxury vehicles in operation vs. total new registrations for MY2012–2021 as of December 2021. 11 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 & Maintenance Booklet for further details.

2023 BRZ | Dimensions



Headroom (front/rear)
Legroom (front/rear)
Shoulder room (front/rear)
Passenger volume
Trunk volume

2023 BRZ | Colors



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