



## Subaru Introduces “SUBARU BRZ” in Japan

Tokyo, February 3, 2012 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced the release of new vehicle “SUBARU BRZ” which will go on sale through Subaru dealerships in Japan beginning March 28.

Subaru BRZ is a fun sports car that any driver can experience driving pleasure, featuring a front-engine, rear-wheel drive layout powered by the Horizontally-Opposed Boxer engine. Its concept is “Pure Handling Delight - the driving experience taken to a new level”. By mounting the Boxer engine as low as possible, Subaru BRZ realized “ultra-low center of gravity packaging” that offers supreme handling performance.

The name “BRZ” stands for “Boxer engine” “Rear-wheel drive” “Zenith”; it also embodies Subaru’s passion for an ultimate sports car that features Subaru’s core technology: the Horizontally-Opposed Boxer engine.

Subaru’s brand statement “Confidence in Motion” is the foundation of its automobile development. Subaru is committed to engineering excellence and the creation of products in harmony with customer lifestyles and values. Its quest for “Enjoyment and Peace of Mind” through the Subaru experience hopes to achieve more Subaru fans. Subaru BRZ is also a product embodying Subaru’s brand direction.

Subaru BRZ was developed as a joint-project between Subaru and Toyota Motor Corporation. It materializes both makers’ ambitions to offer a wide range of customers a pure sports with superior steering response and driving pleasure.



[Concept]

<“Pure Handling Delight - the driving experience taken to a new level”>

By mounting the Subaru Boxer engine as low as possible within the chassis and closer to its center, the boxer’s inherent advantages of low center of gravity, light weight, and compact size are maximized. Subaru BRZ achieved the honor of having one of the lowest possible centers of gravity in the world. It is a fun sports car that any driver can enjoy driving with peace of mind.

[Main Features]

<Simultaneous pursuit of “Fun to drive” and “Safety with Peace of Mind”>

1. “Ultra-low center of gravity packaging” was realized in pursuit of outstanding driveability, due to even lowered Horizontally-Opposed Boxer engine.
  - Subaru BRZ is a unique front-engine, rear-wheel drive sports car powered by the Horizontally-Opposed Boxer engine.
  - By mounting the Subaru Boxer engine as low as possible within the chassis and closer to its center, world’s top level “ultra-low center of gravity packaging” was achieved.
  
2. Newly developed Boxer engine generates 100 ps per liter with exhilarating revving nature, all the way up to the rpm limit.
  - The engine was made exclusively for Subaru BRZ. It offers exhilarating revving nature of natural aspiration engine and enhanced environmental friendliness.
  - By using Toyota’s “D-4S” direct injection and port injection technology, 100 ps per liter with good fuel economy (13.0 km/liter: R 6MT model, JC08 mode) was achieved.
  - Transmissions (6MT and E-6AT) focusing on shift feel and response were developed.
  
3. Exclusively-developed chassis and body deliver superior handling performance which the vehicle reacts linearly to driver’s input.
  - “Ultra-low center of gravity packaging” ensures good traction of four wheels; excellent maneuverability, stability and ride quality are nicely balanced. Along with the low seating position, it enhanced a sense of unity between the vehicle and driver.
  - A new lightweight and highly rigid body was exclusively designed for the “ultra-low center of gravity packaging”. The body has a rigid and strong frame structure that also works in balance with the vehicle’s light weight and excellent crash safety performance. High tensile steel was also used in the body for weight reduction.
  - Vehicle stability control is equipped for all models for “Fun to drive” and “Safety”.

<Simultaneous pursuit of a sports car design and functionality>

1. Low and elegant styling due to “ultra-low center of gravity packaging” with excellent aerodynamic performance
  - A sports car design conveys Subaru BRZ’s fun-to-drive character.
  - By optimizing the body shape based on airflow analysis and flattening the underbody design\*1, aerodynamic performance was enhanced.

\*1: For models with aero package

2. Excellent visibility design
  - Features such as the optimum shape and angle of the front A-pillar and the use of partitioned glass provide good front visibility, allowing the driver easier driving.

[Model Variations]

Models	Features
RA	Base model for user customization
R	Standard model well-balancing comfort and fuel efficiency
S	Highest grade with ample equipment for driving and comfort

[Sales plan]

450 units per month (in the first year)