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SUBARU OF AMERICA ANNOUNCES PRICING ON 2026 SUBARU BRZ

- New 2026 Subaru BRZ Series.Yellow debuts with “Sunrise Yellow” exterior and matte black wheel finishes
- BRZ Limited, BRZ tS priced identically to outgoing models
- Dynamic 2.4-liter SUBARU BOXER engine
- BRZ Premium level discontinued

SEPTEMBER 24, 2025, Camden, N.J. — Subaru of America, Inc. announced pricing today on the 2026 Subaru BRZ rear-wheel drive sports car. The 2026 BRZ will arrive in retailers early next year with a starting price of \$35,860 MSRP, the same as the outgoing model. The lineup includes Limited, tS, and a new limited-production Series.Yellow edition. The BRZ Premium trim level is discontinued for 2026, which accounted for fewer than 1 in 10 sales in 2025.

“Our streamlined BRZ lineup reflects our buyers’ preferences in a lightweight, performance coupe with technology and creature comforts found in BRZ Limited and BRZ tS trim levels, which more than 90% of our buyers chose last year,” said Bill Stokes, Car Line Planning Manager for Subaru of America, Inc. “BRZ delivers an ideal combination of a fun-to-drive sports car and incredible value, with impressive active safety and technology.”

Power comes from a naturally aspirated 2.4-liter SUBARU BOXER® engine producing 228 horsepower sent to the rear wheels for a classic sports car feel. A 6-speed manual transmission comes standard on every Subaru BRZ, paired with a TORSEN® limited-slip differential to deliver maximum driver engagement.

New for 2026, the Subaru BRZ Series. Yellow joins the lineup. The special edition is defined by its Sunrise Yellow exterior, matte black wheel finishes, and black interior accents complemented by yellow contrast stitching. Production is limited to 350 units, and it is available exclusively with a 6-speed manual transmission.

The 2026 BRZ carries over performance updates introduced last year, including a dedicated “Sport” mode for sharper throttle response and retuned electronic power steering for improved stability and maneuverability. On the Limited trim, standard black Ultrasuede® upholstery is paired with red leather-appointed bolsters and contrast stitching, while the tS continues with blue contrast stitching.

EyeSight® Driver Assist Technology comes standard on all 2026 BRZ models, including those equipped with a manual transmission. The system features Adaptive Cruise Control, Pre-Collision Braking, Lane Departure and Sway Warning, and Lead Vehicle Start Alert. Additionally, Blind-Spot Detection with Rear Cross-Traffic Alert enhances driver awareness and safety.

Subaru BRZ Limited

The 2026 Subaru BRZ Limited is available with a 6-speed close-ratio manual transmission or a 6-speed electronic direct-control automatic, starting at \$35,860 MSRP. Standard features include 18-inch matte gray alloy wheels with Michelin® Pilot® Sport 4 summer tires, a TORSEN® limited-slip rear differential, keyless access with push-button start, dual-zone automatic climate control, LED steering-responsive headlights and taillights, heated exterior power mirrors, and a standard “Sport” mode.

The BRZ Limited also features Ultrasuede® with red leather accents, dual-mode seat heater controls, and Subaru 8.0-inch Multimedia Plus System with Apple CarPlay® and Android Auto™ connectivity. A performance-tuned 6-speed electronic direct-control automatic transmission is available for the BRZ Limited, and is priced at \$850 MSRP.

Subaru BRZ tS

Starting at \$38,360 MSRP, the 2026 Subaru BRZ tS returns with STI-tuned Hitachi® dampers to complement the coupe’s lightweight design, low center of gravity, and sharp handling. A Brembo® braking system features gold-painted 4-piston front and 2-piston rear calipers with larger rotors and pads for a consistent pedal feel when braking.

Exterior details include tS badging on the grille and trunk lid, Crystal Black Silica mirror caps, a roof-mounted antenna, and 18-inch alloy wheels with Michelin® Pilot® Sport 4 tires for stronger handling and traction. The cabin includes black upholstery with blue stitching, blue leather seat accents, Ultrasuede®, STI logos on the starter button, and a digital gauge cluster with red accents.

Subaru BRZ Series.Yellow

The new Subaru BRZ Series.Yellow is immediately recognizable by its Sunrise Yellow exterior, a Subaru hallmark color, which has been used on past models such as the first-generation Subaru XV Crosstrek, and Japan-only Subaru BRZ STI Sport and Subaru WRX STI S207 models. The exterior is paired with matte black 18-inch alloy wheels and black badging on the grille and rear decklid.

Based on the tS trim level, the Series.Yellow shares the same suspension and performance features as the tS models. Priced from \$39,360 MSRP, it adds unique interior details including Ultrasuede® upholstery with leather bolsters and yellow stitching, paired with black accents on the front seats. Yellow contrast stitching also appears on the leather-wrapped steering wheel, simulated leather shift boot, parking brake boot, and door panels.

2026 Subaru BRZ		
Model/Trim	Transmission	MSRP
BRZ Limited	6MT	\$35,860
BRZ Limited	6AT	\$36,710
BRZ tS	6MT	\$38,360
BRZ Series.Yellow	6MT	\$39,360

Destination & Delivery is \$1,195 for BRZ and may vary in the following states: CT, HI, MA, ME, NH, NJ, NY, RI and VT. D&D is \$1,345 for retailers in Alaska.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise®](#), which is the company's vision to show love and respect to everyone and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit media.subaru.com. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).

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