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SUBARU ANNOUNCES DEBUT OF LIMITED-EDITION WRX AND BRZ SPORTS CARS SEPTEMBER 27 AT BOXERFEST

SEPTEMBER 22, 2026, Camden, N.J. – Subaru of America, Inc. today announced it would debut limited-production, enthusiast-focused editions of its 2027 Subaru WRX and 2027 Subaru BRZ sports cars at Boxerfest 2026 on Sept. 27 at the York Fairgrounds in York, Pennsylvania.

Tickets are available online at Boxerfest.com.

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 \$357 million to causes the Subaru family cares about, and its employees have logged over 130,000 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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