

Fuji Heavy Industries Names its All-New Crossover Vehicle the SUBARU B9 TRIBECA

Tokyo, December 17, 2004 – Fuji Heavy Industries Ltd. (FHI), a global manufacturer of transportation and aerospace-related products and the maker of Subaru automobiles, today announced that it has named its new crossover vehicle “SUBARU B9 TRIBECA.” The first-ever Subaru crossover utility vehicle with seven-passenger seating will be unveiled at the North American International Auto Show in Detroit on January 10, 2005, and will be introduced in the North American market next year.

"B9" of SUBARU B9 TRIBECA denotes Subaru's signature, horizontally-opposed Boxer engine and the number 9, which comes from a part of Subaru's product line-up category codes. Tribeca is a vibrant New York City neighborhood with many distinctive boutiques, galleries, and restaurants, where young artists work and cutting-edge trends are created that attract worldwide attention. Its name is an abbreviation of Triangle Below Canal Street (a triangle-shaped area south of Canal Street and north of Wall Street in Manhattan).

Upon receiving feedback from Subaru owners, potential customers, and business partners on the name that was originally announced, the SUBARU B9X, FHI selected the name SUBARU B9 TRIBECA for the all-new vehicle.

“We feel that the name SUBARU B9 TRIBECA has a greater resonance in the North American marketplace and will more effectively position the car when it is launched next early summer,” said Kyoji Takenaka, President and CEO of FHI. “Subaru can leverage the vested equity already associated with the progressive style, art, and culture that the name TRIBECA represents.”