



## **FHI Establishes New Brand Statement: “Confidence in Motion”**

**- To Showcase a Concept Car Embodying the Brand Statement at the LA Auto Show -**

Tokyo, November 2, 2010 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, announced today the establishment of a new global brand statement, “Confidence in Motion”, as part of its ongoing efforts to enhance the Subaru brand.

“Confidence” reflects Subaru’s attitude toward engineering excellence and the trust generated among drivers by following through on its commitment to provide both enjoyment and peace of mind. “in Motion” expresses Subaru’s resolve to continue innovating to meet customer expectations in a world of constant change.

Subaru will proactively address global environmental issues and the demands of ever-maturing automobile use. Subaru believes automobiles should be more than just a means of simple transportations. They should also be a source of enjoyment, and enjoyment rests on a foundation of peace of mind. These two inseparable values are central to the Subaru experience. As customer expectations are diversifying, Subaru will foresee these needs with independent thinking and continue to offer enjoyment and peace of mind without losing sight of the essence of what an automobile should be.

“Confidence in Motion” expresses Subaru’s aim to continue evolving in order to offer even more customers new ways to enrich their lives through a uniquely satisfying Subaru experience.

From now on, “Confidence in Motion” will be at the center of all Subaru activities. As the first step, FHI will exhibit a concept car embodying the new brand statement at the 2010 Los Angeles Auto Show in Los Angeles, California, USA (press days on November 17 and 18, open to the public from November 19 to 28). A press briefing with FHI President & CEO Ikuo Mori is scheduled for Wednesday, November 17 at 12:20 (PST) at the Subaru booth.



About Fuji Heavy Industries Ltd.

Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, is a leading manufacturer in Japan with a long history of technological innovations that dates back to its origin as an aircraft company. While the automotive business is a main business pillar, FHI’s Aerospace, Industrial Products and Eco Technologies divisions offer a diverse range of products from general-purpose engines, power generators, and sanitation trucks to small airplanes, crucial components for passenger aircrafts, and wind-powered electricity generating systems. Recognized internationally for its AWD (all-wheel drive) technology and Horizontally-Opposed engines in Subaru, FHI is also spearheading the development of environmentally friendly products and is committed to contributing to global environmental preservation.