



New WRX STI sales hit in Japan

-First four-month sales figures double initial target -

-New four-door sedan will debut in “Gran Turismo 5”(exclusive software for PlayStation®3)-

Tokyo, November 25, 2010 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced that the cumulative sales of the new WRX STI, launched this July, reached around 2,400 units four months after sales started in Japan. This result, achieved between 1st July and 31st October, is more than double the initial sales forecast*¹ of 1,200 units for the period.

Since its introduction in 1994, the WRX STI gained strong support from thousands of enthusiastic customers and motorsports fans. Passionate WRX STI drivers around the world praised Subaru’s AWD extreme sports model as one that provides total driving control and confidence. The 4-door sedan WRX STI model, recently added to the line-up in response to the high market demand, has received outstanding reviews for its superior driving performance. Domestic sales of this model in the past four months approximated 1,800 units.

FHI today also announced that the WRX STI 4-door sedan model debuts in “Gran Turismo 5”, the most famous racing simulation video game for PlayStation®3 (release date: November 25th, 2010. Developed by Polyphony Digital Inc. and published by Sony Computer Entertainment Inc*²).

FHI has engaged in a series of marketing and promotional activities around the WRX STI. These include worldwide support of rally programs such as Group N, media advertising and dedicated web content. FHI regards the featuring of the legendary WRX STI in the Gran Turismo video game as an effective and entertaining way to raise awareness of the model and to bring more people to the adrenaline-pumping WRX STI experience. Since the first series was introduced into the world in 1997, “Gran Turismo” series*³ has been highly popular not only among video game fans all over the world but also in the professional racing drivers and automotive-related circles. The WRX STI continues to be featured in the latest Gran Turismo series.

FHI translates the “true driver’s car nature” of the WRX STI through marketing activities that highlight Subaru’s endless quest for ultimate confidence and “total driving control”. Through delivering advanced driving experience, FHI continues to drive its sales in the world.

*1 The monthly sales target for WRX STI is 300 units.

*2 A division of Sony Computer Entertainment Inc. responsible for business operation in Japan.

*3 Cumulative sales of PlayStation® software titles developed by Polyphony Digital Inc. have exceeded 56 million units worldwide (as of June 2010) across the “Gran Turismo” series.

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WRX STI on “Gran Turismo 5”