



FHI opens Special Site for the 81st Geneva International Motor Show

- Teaser Image of “BOXER Sports Car Architecture” released -

Tokyo, February 22, 2011 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced the opening of a special website for the 81st Geneva Motor Show (Press day: March 1 and 2; Open to the public from March 3 through 13, 2011). FHI will also release a teaser image of its “BOXER Sports Car Architecture”, a technology exhibit initially referred to as “Subaru Rear-Wheel Drive Sports Car Technology Concept”. FHI is setting up this special website with a view to increasing customers’ understanding of the philosophy underpinning this unique technology exhibit.

The SUBARU “BOXER Sports Car Architecture” embodies the technology concept of Subaru’s Rear-Wheel Drive Sports Car, currently under joint development with Toyota Motor Corporation. It also represents a proposal of Subaru’s new platform technology, build around its key component – the Horizontally-Opposed Subaru Boxer engine.

The special site will be opened today at 15:00 on the Subaru Global Site

<http://www.subaru-global.com/about/motorshow/ms/2011geneva/index.html>

The site will feature information updates relating to the Geneva motor show and include the movie of Subaru’s press conference.



BOXER Sports Car Architecture

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.