



All-New "SUBARU XV" to Make World Premiere at 64th Frankfurt Motor Show

Tokyo, August 10, 2011 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today has announced that it will exhibit the all-new "SUBARU XV" (European specifications) as a world premiere at the 64th Frankfurt Motor Show in September 2011. The new model will be unveiled at the Subaru press conference, scheduled at 9.30am on September 13th.

The SUBARU XV defines a new generation of Subaru crossover vehicles. It is the production version of the design concept "SUBARU XV CONCEPT" displayed last April at Shanghai motor show. The concept was favourably received globally thanks to its distinctive and trendy design which blend a crossover-like commanding silhouette and an urban friendly image into one harmonious and elegant package.

Under the brand statement "Confidence in Motion", Subaru brand always inspires confidence with customers through its commitment to "engineering excellence". With the core ideal of "engineering excellence", Subaru continues to provide customers with "Enjoyment and Peace of Mind" in all Subaru products.



SUBARU XV

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.