



FHI to Exhibit in Eco-Products 2011

Tokyo, December 8, 2011 – Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, will participate in Eco-Products 2011, an environmental exhibition held at Tokyo Big Sight from December 15 to 17.

This will be FHI's fourth involvement in this fair. The theme of the exhibit is "Rediscovering Subaru – Subaru isn't just about cars –" and will emphasize FHI's ecological technologies that are employed by several of its businesses. Through actual products and videos, FHI will introduce the wide span of environment-friendly technologies that are applied not only in its automotive division but in other segments as well. FHI aims to demonstrate how these applications are connected to everyday lives and thereby promote rediscovery of the role FHI (Subaru) serves in society.

All Nippon Airways Co., Ltd. kindly cooperated in the FHI aerospace division exhibit.

<Main Features>

◆ Automotive Division Exhibit

- Cutaway model of the new Subaru Boxer engine (actual product display)

The new horizontally-opposed boxer engine has undergone a thorough remodeling starting with its basic frame structure. The lightweight compactness, low center of gravity and superb vibration balance of the horizontally-opposed engine layout were maintained while achieving superior environmental friendliness and driveability. An approximate 10% improvement in fuel efficiency is realized as well as a smoother acceleration.

◆ Aerospace Division Exhibit

- Boeing 787 Sample parts made with composite materials (sample display)

FHI will introduce the center wing box on Boeing 787-8 Dreamliner that it manufactures as well as sample parts made with carbon composite materials which are greatly used on an aircraft body. These same pieces will also be made in steel and aluminum to demonstrate how light in weight the carbon composite materials are. By exposing eco technologies that are not familiar to the public eye, FHI hopes to gain further understanding on their usages and contributions.

◆ Industrial Products Exhibit

- Racing kart (actual vehicle display)

A 4-cycle kart-engine based on the KX series is installed in the displayed kart. This engine allows cleaner emissions. (Children will be able to board the kart.)

◆ Eco Technologies Exhibit

- Fuji Mighty Electra (Video and panel displays)

FHI's electric sanitation truck can be battery operated during auto-stop in order to load and discharge garbage. By using an electric motor, reduction in carbon dioxide emissions and noise is possible.

- Subaru 80/2.0 Downwind-rotor wind-powered generator system (1/80 sized model and panel displays)

To convey its enormous size, the actual spinner cap in the center of the blades of Japan's first large-scale downwind-rotor wind turbine system will be displayed. This system takes into account Japan's topography and wind conditions and is capable of rated output of 2000 kw. This wind generator system has received high praise and won the "Director-general of the Agency for Natural Resources and Energy Prize" in the 11th New Energy Awards held by the New Energy Foundation in 2006.

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.

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