



Subaru Achieved All-Time Sales Record in the US in 2011 - Subaru Only Maker to Post Sales Increases for Four Consecutive Years -

Tokyo, January 5, 2012 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, is pleased to introduce the announcement made by Subaru of America, Inc. (SOA)* that it marked Subaru’s best-ever sales year with 266,989 units in 2011 as well as best-ever sales month with 33,701 units in December 2011. The records were remarkably achieved despite continuing inventory shortages due to decreased production caused by the major earthquake in northeastern Japan in March 2011. In addition, SOA set all-time sales record for the third consecutive year. The sales record for 2011 also means that Subaru is the only manufacturer in the US to have posted four successive years of sales growth.

SOA markets Subaru vehicles such as Legacy, Outback, Impreza, Forester and Tribeca in the US and those models have been highly appreciated with good packaging as a global car and reliability provided by Subaru’s unique Symmetrical All-Wheel drive system. By adopting “Lineartronic” (CVT), new Subaru Boxer engine and lightened body structure, Subaru products have enhanced both driving and environmental performance. Despite maintaining its standard all-wheel drive, the new Impreza achieved a highway fuel economy number of 36 mpg** – making it the most fuel-efficient car in the all-wheel drive passenger vehicle class in the US.

On top of this, the Insurance Institute of Highway Safety (IIHS; a nonprofit organization supported by auto insurers in the US) last year awarded the best possible ranking of 2012 TOP SAFETY PICK to all Subaru models currently sold in the US. Subaru has been recognized by IIHS for three consecutive years as the only automotive manufacturer with a TOP SAFETY PICK winner in all its lineup models. Subaru also earned third-consecutive “Best Mainstream Brand” title in 2012 ALG (Automotive Lease Guide) Residual Value Awards. It proves Subaru’s sincere commitment to enhancing product appeal, environmental friendliness and safety performance, providing high residual values to Subaru products. Together with the enhancement of the sales network, this excellent result is creating a virtuous cycle of sales growth.

FHI will pursue further growth by offering customers “Enjoyment and Peace of Mind”, its brand statement “Confidence in Motion” at the foundation, through all processes in product planning, development, marketing and service operations.

*Subaru of America, Inc.: a wholly owned subsidiary of Fuji Heavy Industries Ltd. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru vehicles in the United States. Chairman, president & CEO, Takeshi Tachimori

**Achieved 36 miles per gallon for highway mileage according to Subaru in-house data.