



## New Subaru Impreza Sales Hit in Japan - First one-month sales figures more than triple initial target -

Tokyo, January 5, 2012 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, announced that cumulative sales of the new Impreza, launched November 2011, reached 7,157 units one month after sales started in Japan. This result, achieved between November 30th and December 31st, is more than triple the monthly sales target of 2,200 units. The details are as follows.

### 1. Percentage of body type

|                |       |
|----------------|-------|
| SPORT (5-door) | 71.9% |
| G4 (4-door)    | 28.1% |

### 2. Percentage of grade (in whole body types)

|                 |       |
|-----------------|-------|
| 1.6i            | 7.1%  |
| 1.6i-L          | 27.8% |
| 2.0i            | 10.9% |
| 2.0i EyeSight   | 22.6% |
| 2.0i-S          | 9.8%  |
| 2.0i-S EyeSight | 21.8% |

### 3. Percentage of engine

|           |       |
|-----------|-------|
| 1.6 liter | 34.9% |
| 2.0 liter | 65.1% |

### 4. Percentage of drive train

|     |       |
|-----|-------|
| 2WD | 35.0% |
| AWD | 65.0% |

### 5. Percentage of models equipped with EyeSight

|                       |       |
|-----------------------|-------|
| EyeSight percentage*1 | 44.4% |
|-----------------------|-------|

\*1 For 2.0-liter AWD : 84.9%

### 6. Percentage of exterior color

|                      |       |                    |      |
|----------------------|-------|--------------------|------|
| Satin white pearl    | 26.9% | Dark gray metallic | 9.7% |
| Ice silver metallic  | 23.4% | Camellia red pearl | 3.4% |
| Obsidian black pearl | 19.5% | Deep cherry pearl  | 3.0% |
| Plasma blue silica   | 14.0% |                    |      |

Customers positive feedbacks are: good fuel economy, excellent driveability, high quality exterior and interior, vast lineup of “EyeSight” models and etc., which are all contained in core elements\*2 of the product concept “Redefining Value, Redefining Class”.

\*2: “Stylish Exterior and High Quality Interior”, “Pleasant and Agile Driveability” and “Fuel-efficient Environmental Friendliness”