



## **Subaru Automobile Production Subsidiary in the U.S. Celebrates its 25th Anniversary**

Tokyo, March 19, 2012 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced its Subaru automobile production subsidiary in the US, Subaru of Indiana Automotive, Inc. (SIA), marks 25 years since its foundation and is kicking off a year of events commemorating its anniversary of incorporation, beginning with an internal celebration among its over 3,600 Associates on March 16, 2012.

“Today is an important milestone for SIA,” stated Tom Easterday, Executive Vice President of SIA, “Since our incorporation on March 17, 1987, our mission has been to contribute to society through the growth of our Company. Now, a quarter of a century later, we’ve stayed true to our mission, employing a record number of Associates, producing a record number of vehicles and continuing to lead the auto industry in quality, safety and environmental stewardship.”

SIA began automobile production with the “Legacy” model in 1989, and added production of the “Outback” in 1995 and the “Tribeca” in 2005. SIA achieved a record annual production volume of 161,716 units (+2.3% year-on-year basis) in 2011 and reached over 2,110,000 units cumulative automobile production since the start of production in 1989. In 2007, SIA also began producing the Toyota Camry under contract with Toyota. Moreover, SIA positively addresses the environmental activities for reducing waste and achieved zero emissions in 2005 and continues producing "zero landfill waste emissions."

Over the next several months, SIA will host a variety of events which will offer SIA Associates the opportunity to celebrate the company’s achievements while also offering the community a chance to get an inside-look at Subaru’s unique manufacturing process.

FHI offers “Enjoyment and Peace of Mind” to its customers through the Subaru brand statement “Confidence in Motion” and its consistent approach to “Engineering excellence”.

About Subaru of Indiana Automotive, Inc. (SIA)

Location: 5500 State Road 38 East, Lafayette, Indiana, 47905 U.S.A.  
Establishment: March 17, 1987  
Capital Investment: 794 million dollars  
Representative: Motokiyo Nomura, President  
Employment: Approximately 3,600 associates (as of December, 2011)  
Products: Subaru Legacy, Outback, Tribeca, Toyota Camry (consignment production)  
Start of production: September, 1989

####