



FHI to Introduce the “EyeSight” to North America - The Second Overseas Launch of Subaru’s Unique Driving Assist System -

Tokyo, March 16, 2012 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced that it will debut its “EyeSight” driving assist system in North America in the summer of 2012. The EyeSight is the first device in the world to solely use stereo camera technology to detect objects in front of the car such as pedestrians, cyclists and other vehicles, including “Pre-Collision Braking Control” as well as “Adaptive Cruise Control with all-speed range tracking function”. Since its first introduction in Japan, this user-friendly device has been highly praised; the sales of EyeSight models have accounted for about 90%* of all Legacy and Outback sales in Japan.

*Latest three-month sales until February 2012 in Japan.

After its first launch in Japan 2010, the current EyeSight system was introduced in the Australian market in December 2011. It will debut in North America in 2013 Legacy and Outback models as an optional feature. The system includes “Pre-Collision Braking Control”, “Pre-Collision Brake Assist System”, “Adaptive Cruise Control with all-speed range tracking function” and “Lane Sway Warning”.

FHI aims to offer “Enjoyment and Peace of Mind” through the Subaru experience, with its brand statement “Confidence in Motion” as the foundation. “Enjoyment and Peace of Mind” is not possible without the crucial element of “safety”. Subaru will pursue all-around safety by continuing to advance its active, passive and pre-crash safety technologies. The EyeSight advanced driver assistance system actively manages various safety functions and further enhances Subaru’s all-round safety driving experience. FHI will further expand its introduction of the EyeSight to the global market.

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