



**Subaru's Unique Driving Assist System "EyeSight" Received
the Commendation for Science and Technology 2012
from the Minister of Education, Culture, Sports, Science and Technology**

Tokyo, April 17, 2012 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, is pleased to announce today that FHI's five engineers, who developed Subaru's Unique Driving Assist System "EyeSight", won the Prize for Science and Technology, Development Category, in the 2012 Commendation for Science and Technology by the Minister of Education, Culture, Sports, Science and Technology. "The Commendation for Science and Technology" is to honor those who have made noteworthy contributions either to the research and development of science and technology, or to the promotion of public understanding of science and technology. FHI was awarded the Prize for the first time.

1. Awarded for:

The development of Subaru's Driving Assist System "EyeSight"

2. Recipients of the Prize

Eiji Shibata	Deputy General Manager, 3rd Vehicle Research & Experiment Dept. Subaru Engineering Div.
Hiroyuki Sekiguchi	Senior Engineer, 3rd Vehicle Research & Experiment Dept. Subaru Engineering Div.
Tasuku Maruyama	Senior Engineer, 3rd Vehicle Research & Experiment Dept. Subaru Engineering Div.
Shinya Kudo	Senior Engineer, 3rd Vehicle Research & Experiment Dept. Subaru Engineering Div.
Hiroki Kato	Engineer, 3rd Vehicle Research & Experiment Dept. Subaru Engineering Div.

3. Contents of the development

FHI recognized the EyeSight system as a next-generation safety technology and developed the original stereo camera technology, using two CCD cameras. It was the first device ever to use stereo camera technology to provide the driver many safety assistance features such as an advanced, safer "Pre-Collision Braking Control" that stops the vehicle if it detects the risk of frontal collision, thereby avoiding the collision or reducing collision damage. In addition, FHI successfully developed EyeSight at low cost by using one sensor which not only controls the driving support system but also measures the distance, the speed difference and the relative positions between in front of the vehicle and driving car. Since its introduction in Japan, this user-friendly device has been highly praised with a good balance between its affordable pricing and excellent utility; the sales of EyeSight models have accounted for more than 80% of the total sales in some models in Japan.

FHI continues to offer "Enjoyment and Peace of Mind" to its customers through the Subaru brand statement "Confidence in Motion" and its consistent approach to "Engineering excellence".