



FHI Celebrates Grand Opening of Its Chinese Sales Company for Industrial Power Products

Tokyo, November 30, 2012 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, celebrated the opening of its Chinese sales company named Subaru Industrial Power Products of China Co., Ltd. (SIPC), which was jointly established with Toyota Tsusho (China) Co., Ltd. of Toyota Tsusho Group (Toyota Tsusho) in this August, on November 26, at the new office of SIPC in Shanghai, China.

SIPC was established to aim (1) enhancing the sales network and technical support, (2) enhancing the service network including spare parts supply, (3) becoming a base of activity for procuring the products and parts of industrial power products, for FHI's industrial power products, seeing Chinese market, which continues its remarkable development, as an important market. In its "Motion-V" mid-term business plan, FHI's Industrial Product division has set a goal to develop its Chinese market as the third pillar following the U.S. and Japan, and the setup of the new sales company represents the first step to achieve that objective.

FHI will develop its sales network for Subaru general-purpose engine as well as Subaru power equipment through cooperation with manufactures in China as well as enhancement of service network, and aim to expand the sales in China.

< Sales Company Overview >

Name: "Subaru Industrial Power Products of China Co., Ltd."
Location: Minhang District, Shanghai, China
Company form: Joint venture between FHI and Toyota Tsusho Group company
Investment: FHI 75% : Toyota Tsusho (China) Co., Ltd. 25%
Officers: 4 in total (President + 2 Non-standing Officers from FHI, 1 Non-standing Officer from Toyota Tsusho)
Establishment: August 2012
Products: Units and Spare parts of General-purpose engines, Generators and Pumps; OEM engine units; and Others

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