

## FHI to Introduce the “New EyeSight” Subaru’s Unique Driving Assist System with Advanced Safety Functions

Tokyo, April 22, 2010 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced that it successfully completed the development of the “New EyeSight”, Subaru’s unique driving assist system using stereo camera technology. Based on the current EyeSight system, the safety device was upgraded with new features to improve driving assist functions, automatic braking management system and user-friendliness.

The EyeSight was the first device ever to use stereo camera technology to detect the presence of pedestrians and cyclists. Since its first introduction in May 2008, features available on this system have been highly praised; they included pre-collision braking control and all-speed range adaptive cruise control tracking function.

The new EyeSight has an advanced, safer “Pre-Collision Braking Control” feature that stops the vehicle if it detects the risk of frontal collision, thereby avoiding the collision or reducing collision damage. The “All-speed range adaptive cruise control system” was also refined. It is now able to stop the car if the vehicle in front is decelerating or stopping unexpectedly. The new features not only expand the range of safety assistance provided to the driver but also reduce risks normally associated with driving in specific circumstances, especially in slow or congested traffic.

### <New functions of the new EyeSight\*>

- Pre-Collision Braking Control

When the vehicle comes close or very close to a car or an object in front of it, an alarm sets off to warn the driver of a potential collision hazard. If the speed difference between the driver’s vehicle and the vehicle in front is below 30 km/h, and if there is no action from the driver to slow down or stop its vehicle, the system will automatically slow down the car or stop the car in order to avoid collision or reduce collision damage.

If the speed difference between the two moving vehicles is above 30km/h, the system will automatically reduce the vehicle speed, thereby reducing the risk of collision or collision damage.

- Pre-Collision Brake Assist System

When there is a potential risk of frontal collision, the system will also identify sudden braking by the driver. If detected, it automatically activates the pre-collision brake assist function, thus avoiding collision or reducing collision damage.

- Adaptive Cruise control with all-speed range tracking function

It enables the vehicle to cruise safely on a motorway, keeping the vehicle at a safe distance to the vehicle in front. In slow traffic or traffic jams, the automatic emergency braking function - stopping the vehicle and holding it still until the vehicle in front starts moving again - was much improved compared to the current system.

\*Efficiency of these functions may be affected by abnormal road surface, severe or extreme weather and are subject to the vehicle's condition.



Stereo Camera

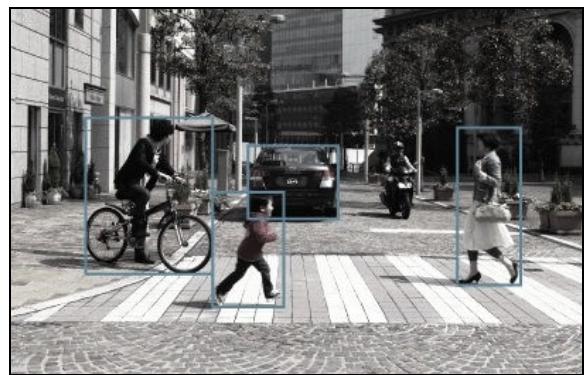


Image of object detection

Subaru is committed to developing vehicles that provide ultimate safety and peace of mind, under the development concept of further pursuing Subaru's exciting, reliable, and environmentally responsible driving. The new Eyesight advanced driver assistance system actively manages various safety functions and further enhances Subaru drivers' all-round safety driving experience. The system will be available on the Legacy models from the middle of May in Japan.

#### About Fuji Heavy Industries Ltd.

Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, is a leading manufacturer in Japan with a long history of technological innovations that dates back to its origin as an aircraft company. While the automotive business is a main business pillar, FHI's Aerospace, Industrial Products and Eco Technologies divisions offer a diverse range of products from general-purpose engines, power generators, and sanitation trucks to small airplanes, crucial components for passenger aircrafts, and wind-powered electricity generating systems. Recognized internationally for its AWD (all-wheel drive) technology and Horizontally-Opposed engines in Subaru, FHI is also spearheading the development of environmentally friendly products and is committed to contributing to global environmental preservation.

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