



Exhibition Outline of the 81st Geneva International Motor Show

Tokyo, January 14, 2011 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced that it will exhibit the “SUBARU IMPREZA CONCEPT” and the “Subaru Trezia” as European premieres at the 81st Geneva International Motor Show slated for March in Geneva, Switzerland (Press day: March 1 and 2; Open to the public from March 3 through 13, 2011). The “Subaru Rear-Wheel Drive Sports Car Technology Concept” will also be showcased as a world premiere.



SUBARU IMPREZA CONCEPT



Subaru Trezia

<SUBARU IMPREZA CONCEPT>

The Subaru Impreza Concept is the first concept model to be released under Subaru’s new brand strategy. Designed to show a possible direction for future Impreza models, the concept also embodies Subaru’s new brand statement “Confidence in Motion”. Expressing Subaru’s brand core value of “enjoyment and peace of mind”, the Subaru Impreza Concept fuses a sleek and lean form that exudes dynamism and elegance. It also features a spacious and plush four-seat interior for a safe and comfortable ride.

-Major specifications-

Length x Width x Height: 4,520 x 1,820 x 1,430 mm, Wheelbase: 2,640 mm

Power Unit: New Generation Subaru Boxer engine (2.0-litre 4-cylinder Horizontally-Opposed engine) plus Lineartronic (CVT)

<Subaru Trezia>

The Subaru Trezia represents a proposal of new value to meet the increasing demand for smaller and environmentally friendly cars in Europe. The key phrase for this product is “New Compact Smart Wagon”. The model provides the benefits of the Subaru wagon-style in an overall body size of less than 4 meters in length. This touring compact car offers a string of other benefits, from the strong presence of the exterior to the highly efficient package of the roomy and quality interior and easy-to-use utility space. With CO2 emissions of 113 g/km*, the Trezia combines superior environmental friendliness and highly responsive

driving. A 1.3-litre petrol engine and 1.4-litre turbo diesel engine are available in the European markets.

*For the 1.4-litre turbo diesel models

-Major specifications-

Length x Width x Height: 3,995 x 1,695 x 1,595 mm, Wheelbase: 2,550 mm

<Subaru Rear-Wheel Drive Sports Car Technology Concept>

A Subaru rear-wheel drive sports car is currently under joint development as part of the business alliance with Toyota Motor Corporation. Based on an all-new platform, the vehicle will offer Subaru's distinctive trademark and core technology: the "Horizontally-Opposed Subaru Boxer engine". The concept embodies Subaru's established know-how in manufacturing boxer-powered passenger cars; it shows how Subaru proposes to integrate this expertise into a rear-wheel drive car to offer a new and highly enjoyable, Subaru-like driving experience. The technology concept will demonstrate how the all-new car platform makes full use of Subaru's engineering and Boxer technology.

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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