



FHI Wins Grand Prix at IAA Japan Best Advertisement Award

Tokyo, December 16, 2011 - Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, announced its win of the grand prix at the 7th IAA* Japan Best Advertisement Award for the Subaru brand movie “The CarParts.” This award is sponsored by the International Advertising Association Japan Chapter.

The IAA Japan Best Advertisement Award recognizes outstanding advertisement and commercial films that were incorporated into overseas promotional activities. To qualify, the campaigned products or services must be of Japan and the advertisements must be made under the direction of Japanese entities. Its purpose is to further advance international advertisement creativity and inspire publicity schemes.

“The CarParts” was made to convey that, in addition to cutting edge technology and manufacturing cars of the utmost quality, the Subaru brand pursues the value of “enjoyment” in every process of its car-making. This innovative movie fully expresses the brand concept of “Enjoyment and Peace of Mind.”

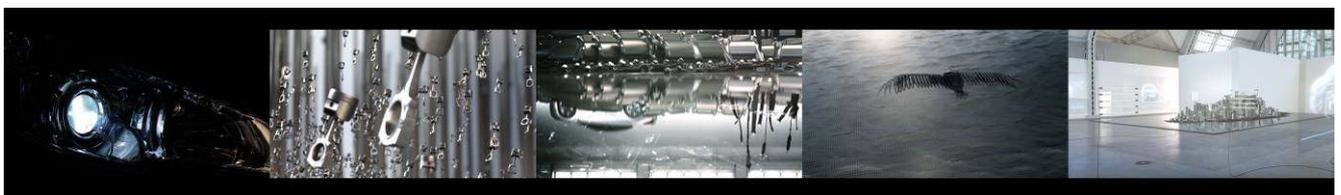
“The CarParts” is receiving numerous advertisement awards all over the world including a silver prize in May at the One Show Design 2011 (Broadcast Design category) in US and a bronze win at the London International Awards 2011 in November (TV/Cinema/Online Film – Technique category).

“The CarParts” can be viewed at the Subaru global site:

<http://www.subaru-global.com/brand02.html>

*IAA: International Advertising Association

Scenes from “The CarParts”



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