



Subaru Celebrates Production of 20 Million Units in Japan

Tokyo, January 9, 2014 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced that cumulative production of Subaru vehicles in Japan has reached 20 million units since the start of production in 1958.

Today FHI held a ceremony at Gunma Yajima Plant which was attended by many honored guests and alumni to celebrate this accomplishment. FHI President Yasuyuki Yoshinaga spoke, "This remarkable achievement of 20 million-unit domestic production would not have been possible without our esteemed customers and the years of diligent work by our employees, past and present. I am humbled and sincerely grateful. From here, we enter a new phase of our adventure, a new challenge. We will aim for further improvement in every aspect of our operation, in safety, quality and productivity."

Subaru began domestic production in 1958 at its then Gunma Isesaki Plant with the Subaru 360 minicar. As production models and units increased, FHI set up operations at Gunma Main Plant and Gunma Yajima Plant, both located in Ota city of Gunma prefecture. It also established Gunma Oizumi Plant to manufacture engines, transmissions and other automotive parts. In the earlier days, production models included mini-vehicles, Subaru 1000, Leone and Justy and later moved on to Legacy, Impreza and Forester, among others. In these 56 years, the production total accumulated to 20 million units.

Through the Subaru brand statement "Confidence in Motion", FHI will continue to pursue engineering excellence to assure "Enjoyment and Peace of Mind" to customers worldwide.

[History of Subaru Domestic Production]

1958	Production of "Subaru 360" begins at Gunma Isesaki Plant
1960	Gunma Plants established; Gunma Main Plant begins production
1966	Production start of Japan's first mass-produced front-engine, front-wheel drive car, "Subaru 1000"
1968	Export of Subaru automobiles begins ("Subaru 360" US model)
1969	Gunma Yajima Plant begins production
1970	Cumulative production of 1 million units
1975	Cumulative production of 2 million units
1983	Gunma Oizumi Plant begins production
1983	Cumulative production of 5 million units
1992	Cumulative production of 10 million units
2003	Cumulative production of 15 million units
2012	Mini-vehicle production ends (Total mini-vehicle production: 7,967,801 units)
2014	Cumulative production of 20 million units