



Subaru's "EyeSight" Driving Assist System Hits 100,000 Sales Mark in Japan

Tokyo, April 10, 2013 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, is pleased to announce that the accumulated sales of the EyeSight-equipped models surpassed 100,000 units in Japan with the 106,735th model sold at the end of March 2013. The "EyeSight", Subaru's original advanced driving assist system, was first introduced in May 2010.

The EyeSight-equipped models account for as much as 70% of the total volume of the EyeSight-available models (Legacy, Impreza, Forester and Exiga) sold in Japan during FY2013.

<EyeSight-equipped models in FY2013>

| Models | EyeSight-equipped | Notes |
|----------|-------------------|---|
| Legacy | 81.8% | Incl. "Touring wagon", "B4" and "Outback" |
| Impreza | 54.2% | Incl. "SPORT", "G4" and "XV" |
| Forester | 88.8% | Models sold after November 2012 |
| Exiga | 82.7% | Models sold after July 2012 |
| Total | 68.9% | |

The EyeSight is the device to solely use stereo camera technology to detect objects in front of the car such as pedestrians, cyclists and other vehicles, including "Pre-Collision Braking Control" as well as "Adaptive Cruise Control with all-speed range tracking function". Since its first introduction in Japan, this user-friendly device has been highly praised due to its superior functions and affordable price.

FHI aims to offer "Enjoyment and Peace of Mind" through the Subaru brand statement "Confidence in Motion" as the foundation. "Enjoyment and Peace of Mind" is not possible without the crucial element of "safety". Subaru will pursue all-around safety by enhancing its active, passive and pre-crash safety technologies. FHI will continue to develop the EyeSight as an important item of the safety technologies.

- Active safety: Accident avoidance with vehicle control and risk avoidance features
- Passive safety: Occupants protection with crash safety features
- Pre-crash safety: Pre-crash detection with advanced driving assist technologies such as warning alarm and pre-collision braking

