

Customers and Products

Communication with Customers

Activities in the Customer Relations Department

To receive enquiries, conduct consultations, and handle requests and comments from our customers, we have established the "SUBARU Customer Center." We respond to our customers under a simple code of conduct: "prompt, accurate, and fair," aiming to provide "Enjoyment and peace of mind." The valuable comments and requests received from customers are passed on to the relevant departments so that suggestions can be reflected in making future improvements and in product planning, quality, sales, and after-sales services.

SUBARU Customer Center

**SUBARU Call: 0120-052215 (Domestic),
+81-3-3347-2626 (International)**

(Note that your call will be recorded to confirm the content)

Please contact SUBARU Customer Center if you have any inquiries as below,

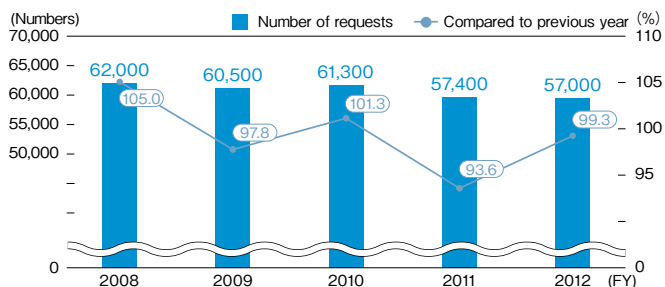
- ① Opinions / Comments / Guidance (catalog, dealership, changing address, etc)
- ② Inquiries / Request for assistance

Office Hours (Japan Time)

9:00am – 5:00pm (Weekdays)

9:00am – 12:00am / 1:00pm – 5:00pm (Saturdays, Sundays and Public holidays)

Trends in requests for assistance from customers



CS Activities Led by Domestic Dealers

We are offering support and promotional services mainly to domestic SUBARU dealerships to raise the level of customer satisfaction through fundamental improvement of CS which underlies the brand image. Using customer opinions obtained from "SUBARU questionnaires" and from SUBARU dealers, to reflect on our products, the quality, the sales and all the after-services, etc. We also want to ensure that our customers are looked after at our dealers with the highest standards, and are carrying out inspections and supervision at each location.

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The SUBARU Academy

The SUBARU Academy opened in Hachioji City, Tokyo in January 2005. This training facility includes 133 rooms for accommodation. The many training programs carried out here span the entire gamut, from helping new recruits to management officers. Employees across the whole job spectrum, from service mechanics to domestic/overseas dealer sales staff have opportunities to develop their skills systematically.



The SUBARU Academy

Our Efforts

Sales Promotion Department

New Customer Satisfaction Investigation Introduced

To realize the SUBARU Declaration, which began as a part of the FY2012 mid-term management plan, we have revised our SUBARU Customer Satisfaction Investigation. In addition to the existing survey criteria, "level of satisfaction," which is the customers' assessment of the service provided by dealers, a new survey criteria, "level of trust," has been added. This question probes customers' future expectations based on the service quality received towards achieving two of the targets listed in the SUBARU Declaration, "providing Enjoyment and peace of mind" and "building mid- and long-term relationships that make customers choose us every time."



Quality Management

Quality Policy [Established November, 1994]

FHI considers customer satisfaction as the first priority, and will work constantly to improve products and services to provide world-class quality.

Product Quality Management System

- ① Establish Quality Management System (QMS) based on the Quality Policy and ISO 9001 Standard and put it into practice for orderly and effective operations.
- ② Clarify the quality targets acceptable to customers at the planning stage.
- ③ Realize the quality targets through quality assurance activities at each stage from development to sales and service.
- ④ Attend to complaints and requests from the market quickly and appropriately to live up to the trust of customers.

Response to recalls

The total number of recalls in FY2012: 2
(1 recall for SUBARU, 1 recall for Eco Technologies)

FHI website has an open page for recalls.

We are taking measures to prevent accidents and protect drivers and passengers.

Please refer to the FHI website for the details of our response to recalls. (in Japanese only)

<http://www.fhi.co.jp/recall/>

Our Efforts

Overseas

We are working to improve customer satisfaction.

For our customers to safely enjoy traveling in SUBARU cars, the SUBARU Customer Center has been improving technical training and reinforcing the structures for importers across the world, aiming to deliver a uniformly high quality after-sales service through dealers.

● Technical Training

Improving the skills of car mechanics working at dealers is crucial to gaining the customers' trust through vehicle servicing. To attain this, the SUBARU Academy has developed the "SUBARU Technician Education Program" for worldwide use. This program is used to train our importers as instructors, so that SUBARU mechanics overseas can strengthen their skills through them.

Technical competitions are also held in different regions to motivate mechanics to learn more advanced problem diagnosis and car maintenance skills. The latest SUBARU World Technical Competition, the final tournament among such competitions, was held in Japan last year with representatives from 13 countries.

● Organizational Reinforcement

The SUBARU Customer Center sets the targets to achieve "top after-sales customer service in the region" as a part of the mid-term management plan, "Motion-V." All our overseas importers are currently uniting their efforts to reinforce the servicing structure in each country. At the same time, we are developing a manufacturing training program to strengthen human resources in SUBARU teams across the world.

Through these efforts, we will build an infrastructure to offer vehicle servicing suited to our customers' needs and embody the "unique-to-Subaru servicing" in the premises of importers and dealers across the world.

Subaru Customer Center - Conclusion

"Subaru Way of Service"
Dependable, Individual & Impressive for expanding Subaru Fans.
#1 in After-Sales Customer Satisfaction
Confidence in Motion



Participants in the Technical Competition and Ongoing Assessments



Making Safe Vehicles

Fundamental Philosophy of “Making Safe Vehicles”

SUBARU’s goal in making cars is to ensure that any customers enjoy exhilarating rides in comfort and with peace of mind any time. One of the important themes to realize this, we believe, is the “pursuit of safety.” SUBARU aims to give first priority to safety in any situations. To this end, we are developing advanced vehicle safety technologies, including: “active safety,” which prevents accidents due to any conceivable situation; “pre-collision safety,” which reduces accident damage by supporting the driver’s operations and automatically reacting to the situation as required to avoid impacts; and “passive safety,” which minimizes damage in the event of an accident.

Feature Article 1 Design and Development ▶

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Approaches to Active Safety

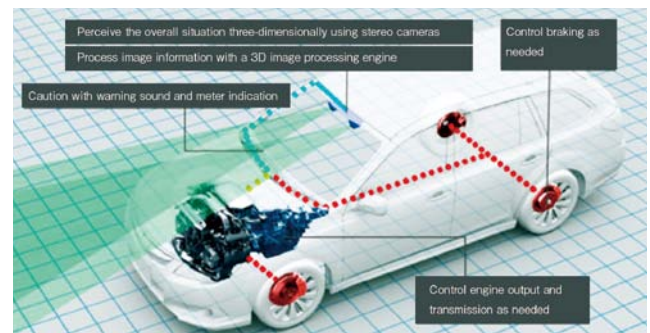
SUBARU has come a long way in the course of refining the fundamentals “Run, Turn and Stop” the capabilities needed to avoid danger in case of functions of a vehicle as it considers emergency and to enable stable driving as usual in a variety of environments. The SUBARU’s unique “Symmetrical AWD” realizes high driving stability due to the low center of gravity inherent to a horizontally-opposed engine and an excellent weight balance thanks to a symmetrical in-line layout of the power train. Moreover SUBARU has constantly refined driving performance under diversified situations. Coupled with this base performance, other elements, such as stable braking performance and adoption of VDC (Vehicle Dynamic Control), provide an assured and pleasant driving experience.



Symmetrical AWD (image)

Approaches to Pre-Collision Safety

In order to realize “a collision-free vehicle” that can avoid accidents, SUBARU has been working on developing advanced driving support systems. The result is “EyeSight (ver. 2)” using a stereo camera, and installed in the LEGACY from May 2010. “EyeSight (ver. 2)”, is equipped with sophisticated functions, such as Pre-Collision Braking Control that is automatically activated to avoid a collision or minimize collision damage, and Adaptive Cruise Control with all-speed range tracking function that enables a vehicle to safely follow another across a wide speed range from a set speed down to zero. “EyeSight (ver. 2)”, is now being installed in more of our models, including the new IMPREZA launched in December 2011, and its collision avoiding functions are being further enhanced.



Conceptual representation of “EyeSight (ver. 2)”

40th Anniversary of SUBARU AWD

It has been 40 years since we commenced sales of the SUBARU LEONE Estate Van 4WD in September 1972. LEONE was our first car equipped with All-Wheel Drive (AWD). AWD is one of SUBARU’s core technologies that supports our safety philosophy and joy of driving. It distributes the engine power to all four wheels in an efficient manner, realizing stable high-speed driving and agile cornering—regardless of road surface or environmental conditions. The total number of AWD vehicles produced*1 reached 11,782,812 (as of January 31, 2012) occupying 55.7% of the entire output of SUBARU cars. SUBARU continues to deliver “Enjoyment and peace of mind” through our exclusive technologies.

*1 Including part-time 4WD vehicles.



Approaches to Passive Safety

SUBARU cars proprietary use Ring-Shaped Reinforcement Frame Body Structure in their chassis to ensure a high level of safety against impacts from any direction. Our aim is to provide comprehensive safety performance, which includes crash compatibility that minimizes the mutual damage in the event of a collision with another vehicle or person. This is the reason that the IMPREZA was awarded the JNCAP*1 Grand Prix in FY2007 and the LEGACY in FY2009, while the FORESTER and EXIGA were awarded the JNCAP Excellent Car in FY2008. Further, in FY2011, the LEGACY won the JNCAP Five Star Award*2 in this new car assessment program. Overseas, every car in our U.S. lineup—the LEGACY, OUTBACK, FORESTER, TRIBECCA, and IMPREZA—has been selected as Top Safety Picks*3 by the IIHS*4 in 2012, the third consecutive year of winning this achievement.



Photo by National Agency for Automotive Safety & Victims' Aid (NASVA)

Approaches to Welfare Vehicles

“TRANSCARE Series” – from Mini Cars to Passenger Cars

SUBARU has been playing its role in the development and dissemination of welfare vehicles that allow the disadvantaged and the aged to ride at ease, aspiring toward “sharing the happiness of living through cars for everybody.” SUBARU started producing and selling welfare vehicles for the disabled in 1980 and now is well-known for the “TRANSCARE series.” The TRANSCARE series offers a wide range of options, from a mini-car to standard-sized cars. We aim to develop vehicles that provide comfortable driving for both people who are in care and for care providers. We will keep working to make an effort to enrich this series for all customers' comfortable and reliable driving experience.

FY2012 Car Assessment Results



JNCAP

LEGACY received JNCAP Five Star Award 2011



IIHS

SUBARU became the only manufacturer with a Top Safety Pick for all 2012 models in US.



Euro NCAP*5

SUBARU XV awarded five stars in 2012 rating



ANCAP*6

IMPREZA 2012-MY and SUBARU XV 2012-MY awarded five stars

*1 JNCAP: Japan New Car Assessment Program. A program in which the Ministry of Land, Infrastructure, Transport and Tourism and the National Agency for Automotive Safety & Victims' Aid (NASVA) jointly assess vehicle safety performance and disclose the results to the public.

*2 To earn five stars, a vehicle must attain a minimum 170 points in the new overall safety performance rating, fulfilling level 4 or better in the full-wrap frontal collision test, offset frontal collision test, side collision test, neck injury protection performance test in a rear collision, pedestrian head protection performance test, and pedestrian leg protection performance test.

*3 Top Safety Picks: A car safety performance index. To be listed, a vehicle must achieve “good” ratings in high-speed front and side crash tests, a rollover test, and evaluations of seat/head restraints for protection against neck injuries in rear impacts. The vehicle must also be equipped with electronic stability control as standard in consumer models.

*4 IIHS: Insurance Institute for Highway Safety.

*5 Euro NCAP: Car safety assessment program conducted since 1997 by an independent body comprising transport authorities and vehicle-related organizations in European countries.

*6 ANCAP: Car safety assessment program conducted since 1993 by an independent body comprising transport authorities and vehicle-related organizations in Australia and New Zealand.



STELLA TRANSCARE Wing Seat (Lift type)

Number of TRANSCARE series sold

