

# Social Contribution

Social Contribution Policy

FY2013(Japan)

FY2013(Overseas)

## Gratitude for the Local Communities

SUBARU Group has focused on CSR activities with environmental, traffic safety and social contribution activities. We have established the Social Contribution

Policy to promote social contribution activities more actively.

### Social Contribution Policy

- We contribute to the development of science and technology and automobile culture and to the promotion of road safety.
- We contribute to the fostering of human resources who understand the pleasure, importance and preciousness of creative manufacturing.
- We contribute to the development of the communities in which we operate.
- We support each other in contributing to society as good citizens.



Social Contribution Committee

## column

### Donating Vehicles for Earthquake Relief in Ya'an, Sichuan Province, China

After a severe earthquake struck Sichuan Province on April 20, 2013, Subaru of China, Ltd. donated five Forester automobiles to five government entities in Ya'an, a city hit especially hard by the disaster: the Bifengxia Panda Base, the Lushan County Forestry Bureau, the Lushan County Education Bureau, the Tianquan County Sanitation Bureau, and the Tianquan County Agriculture Bureau. These entities are using the vehicles in a variety of relief projects, such as repairing and constructing housing, fortifying the structures of schools and other buildings, transporting victims, and delivering medicine and other relief supplies.



Donated SUBARU FORESTER

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## Development of Automobile Culture and Road Safety

### Traffic Safety Campaign

Each of our business sites cooperates with the police and the Safe Driving Supervisor Association and hosts driving training sessions, such as that for young drivers in local communities and a safe motorbike driving demonstration by police motorcyclists. We raise awareness of traffic safety and road accident prevention through events such as offering traffic safety guidance services in the school zones around the business sites.



Left: Young driver training

Right: Traffic safety support near schools

### Traffic Safety Awareness Campaign

FHI has begun operating our "SUBARU Kids" to promote awareness of traffic safety among young people.

As a member of the traffic society we actively promote awareness among employees at each of our offices and plants by providing accident prevention meetings before long holiday seasons and other occasions.



"SUBARU Kids" site for children

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

(Available only in Japanese)

### SUBARU Visitor Center

First open to the public on July 15, 2003, the Subaru Visitor Center welcomes people who visit the Yajima Plant for tours of the facility and other reasons. Inside, visitors can view historic SUBARU models and cars that set world records, as well as learn more about SUBARU's unique technologies and environmental initiatives. In FY2013, 94,676 people came to see the facilities.

For a Plant Tour application (10 to 200 people) and detailed information on the Visitor Center, please refer to the link below.

<http://www.subaru.co.jp/about/showroom/vc/>

(Available only in Japanese)



SUBARU Visitor Center



### Visiting Environmental Classes

Utsunomiya Manufacturing Division offers visiting environmental classes to local elementary schools to deepen pupils' understanding of the environment. The classes target grade 5 pupils in the elementary school, and our employees visit the class as teachers to raise awareness about global warming and other environmental issues through experiments and talks. In FY2013, 48 classes for 1,483 pupils were held, making a total of 220 classes delivered to 7,031 pupils since the start of the classes in 2006. The classes and lessons are now widely accepted in the community and we have received numerous letters of thanks from the children.



Visiting environmental classes

### Special Classes for Children

Through our social contribution activities in motor sports, we continue to train the next generation for the future. In these activities, students get to hear about the hands-on experience of SUBARU developers and rally drivers whose messages convey the importance of looking to the future and striving to realize their own dreams. These activities, which began in 2006, are made available, not only to elementary schools but also to junior high schools and high schools.

In FY2013, rally driver Toshihiro Arai was invited as guest speaker to Ota Municipal Ikushina Junior High School in Gunma prefecture, where he delivered a special class on the theme, "Let's learn from the way we live, the things we can do." We shall arrange more of this kind of event from now on, for the fascination and excitement they bring to future generation.



Special class for children

### Accepting Students' Company Visits

Our head office accepts approximately 10 company visits per year by junior and senior high school students as a part of their school excursion to Tokyo, in the hope that the visit will help enrich their social studies and give them inspiration for their future career. During the visit, we explain SUBARU's business processes, from development and production, to sales, and the range of tasks handled by the Management Department. We hope this provides a good insight into the entire life story of a car to its eventual owner and the people and work involved in this journey.

During each visit we always receive a number of questions from the students, such as why we chose to work for FHI and about the fulfillment that we find in our jobs. Recently, we find that more and more students are interested in the work-life balance and active promotion of female workers.



A scene from company visits

## SUBARU's Contribution in the Local Area

### SUBARU Community Exchange Association

SUBARU Community Exchange Association is an organization which consists of our Gunma Manufacturing Division and its business associates with the purpose of promoting communication with Ota City and local residents to make the community a better place to live through local development.

#### FY2013 Major Activities

- At "Flower-full Activity," flower saplings were distributed (June, September, December)
- Charity Concert (September, December)
- Charity and Friendship Golf Competition (November)
- Rakugo and Lecture of Local Rakugo Storyteller (March)

### Charity Concert

At the "Friendship Concert" sponsored by the SUBARU Community Exchange Association, customers bring in towels, soaps and other daily necessities for donations to the Welfare Council in the region.



Charity concert

For details, please access the website of the SUBARU Community Exchange Association. Ichitan Co., Ltd., Kiryu Industrial Co., Ltd. and Subaru Logistics Co., Ltd. are the member of the Association.

<http://www.chiiki-kouryuukai.com/>

(Available only in Japanese)

### Local Area Cleaning

FHI is conducting clean-and-beautify your neighborhood activities by employees in the vicinity of each of our offices and plants. More than 6,293 employees took part in FY2013. We plan to continue these clean-and-beautify activities from now on.



Left: Utsunomiya Manufacturing Division "Clean Campaign"  
Right: Saitama Manufacturing Division "Fresh-clean Kitamoto, Leave It to Us" program

## Support of Volunteer Activities

The social contribution policy sets forth clearly the participation of each employee in social action programs as a citizen. The policy is intended to make employees conscious of the need for their proactive social contributions so that a culture to do something for society remains firmly rooted in the entire company. As a specific example, an award system to honor employees who are active in volunteer activities using their own time was established in 2006. The 8th award ceremony was held in June 2013 and three employees were honored with the volunteer award.



Volunteer awards ceremony

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## Efforts by Subaru of America Inc. (SOA)

### Eradicating Food Shortage

SOA plans to open the Subaru Choice Food Pantry in 2014 to help alleviate the regional food shortage problem. The facility aims to solve local problems by providing food and nutrition training, helping raise food awareness and controlling purchasing motivation.



### Teacher Development Support

In partnership with the National Liberty Museum, Pennsylvania, SOA supports teacher education. We actively conduct support activities for young teachers to help foster respect for civil rights and to prevent bullying and violence.



### Local Cleanup Activities

SOA with United by Blue (UBB) are to co-host a series of river cleanups. UBB is an ocean-friendly brand of apparel and accessories. For every product sold, UBB removes one pound of trash from our world's oceans and waterways. SUBARU employees have volunteered on cleanups for the past two years.



## Efforts by Subaru of Indiana Automotive, Inc. (SIA)

### Open House for 25th Anniversary

SIA was incorporated in the State of Indiana on March 17, 1987. As part of SIA's celebration of 25 years in business, the company hosted a series of events for the community, including an open house and tour of the plant. The various activities afforded SIA's customers and community leaders an opportunity to view our plant and products up close.



### EyeSight Expands to North America

At the 25th Anniversary Community Luncheon, guests were able to try out the 2013 LEGACY and OUTBACK models debuting SUBARU's new EyeSight driver-assist system, which integrates Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning.



### Greening Activities

By introducing Midwest prairie grass to the area, SIA's Prairie Grass Project is helping diversify native plants and protecting the birds that inhabit prairie. The grass can sequester more carbon dioxide than trees to help offset CO<sub>2</sub>. By cultivating this prairie, SIA is helping choke out invasive plants and pollen around the factory.



## Efforts by Subaru Canada, Inc. (SCI)

### Contributing to Breast Cancer Treatment Organizations

In partnership with Golf Canada and the Canadian Cancer Society, "Golf Fore the Cure, Presented by Subaru," with the help of volunteers across the country, is providing guidance to women on the game of golf, and through organizing events is making contributions to breast cancer treatment organizations. The program has introduced more than 76,000 women to golf in the past eight years. These women have been able to raise over \$3.8 million towards the fight against breast cancer. Our goal for 2012 was \$740,000.



### SUBARU Owners Meeting

On August 26, 2012, the Toronto Subaru Club held their 9th Annual Hyper-Meet at Subaru Canada's headquarters in Mississauga. The annual meet was attended by over 700 Subarists (SUBARU enthusiasts) with 400 cars participating in family-oriented and other events. Many donations were collected from the attendees, and the event was a huge success.



## Food Drive

SRD is continuing its Food Drive to help reduce the food shortage in the Ann Arbor area. The Food Drive helps with food donations to people with low incomes, and SRD employees have donated 139 pounds of food.



## 2013 Mochitsuki Festival

In its efforts to foster good relations with the local community, SRD provides a variety of opportunities and venues for communication. On January 12, 2013, the company participated, as it does each year, in the Mochitsuki Festival, contributing to better cultural exchange and communication.

