



Gratitude for the Local Communities

FHI 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 Committee

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.



Efforts in Japan

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 a safe motorbike driving demonstration by police motorcyclists. We raise awareness of traffic safety and road accident prevention through activities that include sticking reflective materials that help prevent nighttime traffic accidents to utility poles and events such as offering traffic safety guidance services in the school zones around the business sites.



Left: Activity to stick reflective materials that help prevent nighttime traffic accidents to utility poles

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 FY2014, 95,963 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

TOPICS

President & CEO Yasuyuki Yoshinaga Gives Visiting Lecture on “Let’s Live through our Individuality” at University Campus

In October 2013, a lecture meeting was held at the Tama campus of Chuo University aimed at getting students to study with a broad global perspective, and Yasuyuki Yoshinaga, FHI President & CEO took the rostrum. Mr. Yoshinaga gave a presentation about the “individuality” of SUBARU reached through personal experience and business strategy. All in all about 1,100 people listened to his speech, and a lively Q&A session was also held.

In addition, with SUBARU cars on display outdoors, as well as the offer of EyeSight experiences, many students stopped and listened to explanations from FHI staff.



The 600-person capacity classroom was full and live video was also provided in the classroom next door



Outdoor displays and EyeSight experiences were also on offer

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 FY2014, 43 classes for 1,368 pupils were held at 23 schools, making a total of 263 classes delivered to 8,399 pupils since the start of the classes in 2006. The classes and lessons are now widely accepted in the community.

In addition, starting in FY2014, we have widened the activities to elementary schools in Handa, Aichi Prefecture, where the Handa Plant is located. We held classes at three schools for 270 pupils that included making paper aeroplanes with the participation of parents.



A class on the environment at an elementary school in Utsunomiya

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.



A scene from company visits

Special “Let’s Learn from the Way We Live” Classes for Children

Since 2006, students at elementary, junior high and high schools have been hearing 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.

In June 2014, 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." After his speech, he offered rally car inspections and demonstration drives.



Toshihiro Arai (left) and FHI employee (right) giving presentations



The children were also excited about the powerful rally car driving

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.

FY2014 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 their unneeded 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. 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"

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 9th award ceremony was held in June 2014 and three employees were honored with the volunteer award.



Front row: The three employees who received the award
Back row from left: Kazuo Hosoya, Corporate Senior Vice President, Jun Kondo, Deputy President, Yasuyuki Yoshinaga, President & CEO, Mitsuru Takahashi, Corporate Executive Vice President

Efforts Outside of Japan

Efforts by Subaru of America Inc. (SOA)

Water Blues Green Solutions – Call to Action for a Sustainable Water Future

With national partner Penn State University Broadcasting, Subaru is helping to promote awareness of the role that green infrastructure can play in creating a sustainable water future. The interactive documentary, Water Blues Green Solutions is to drive development of strategies addressing issues of flooding, drought, and pollution by adopting new ways of thinking about how to protect, restore and preserve our rivers and sources of drinking water.



Subaru Hunger Initiatives in US

Subaru participates in a variety of initiatives which, since 2008, have provided more than 818,000 meals to help alleviate hunger in communities across the U.S. Subaru employees help the Food Bank of South Jersey sort and organize donated food that will help to feed families, children and senior citizens in need.



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

Innovation Challenge Award

SIA received the 2013 Innovation Challenge Award for Zero Waste. The Campbell Institute/Stewardship Action Council Innovation Challenge honors organizations for their achievement in the planning and/or implementation of an innovative program which addresses specific key environmental, health or safety topics. The 2013 Challenge focused on zero waste and off-the-job public/private partnership.



Efforts by Subaru Canada, Inc. (SCI)

Ronald McDonald House Toronto

SCI was presented with a lovely gift to recognize our ongoing efforts in supporting the House. This special gift of art was created by children staying at the House using syringes as a means of therapeutic and artistic expression.



Efforts by Subaru Research & Development, Inc. (SRD)

2013 SRD-CA Site Tour

The site tour was held on Saturday, May 18, 2013. It involved six-year old children and their parents. It was noted that the parents, mainly the fathers, were very interested in the tour! There was a presentation about SRD, a vehicle demonstration and also an Eyesight demonstration.



Efforts by Subaru of China, Ltd. (SOC)

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