

Message from the President

Aiming to achieve sustainable growth as a high-presence and appealing company based on the new mid-term management vision “Prominence 2020.”

Yasuyuki Yoshinaga

President & CEO
Chairman of the CSR Committee



Aiming for a “Prominent” Presence

We, the Fuji Heavy Industries Group, established the five-year mid-term management plan “Motion-V” covering the period from fiscal 2012 to 2016 based on our aim to become a high-presence and appealing company revolving on the motto, “Customers Come First,” and worked to realize growth. Thanks to all of you, these efforts resulted in the attainment of the main objectives of that plan two years in advance allowing us to draw a definitive line.

Meanwhile, new issues are coming to the surface including supply shortages and customer service demands in the wake of an expansion in unit sales much greater than anticipated, as well as the handling of increasingly severe environmental regulations worldwide. We are facing these various issues head on and, since the announcement of our new mid-term management vision “Prominence 2020” in May of this year in hopes of ushering in a new era, we are undertaking specific initiatives under our two major themes of enhancing the Subaru brand utilizing our small scale and unique characteristics that only Subaru can provide to further advance value-added management, and building a strong business structure to enhance our ability to cope with changes in the business environment.

Particularly in our efforts to enhance the Subaru brand, we are focusing on six aspects, namely overall performance, safety, design, environment, quality and service, and communication, wherein the pursuit of safety and handling environmental concerns are the most important themes in FHI’s CSR.

Continuing to Be the No. 1 Brand in Overall Safety

Since we installed our new “EyeSight” advanced driving assist system in all Legacy vehicles in May 2005, customers have lauded it and, as of end of March last year, over 200,000 vehicles sold cumulatively in Japan are equipped with “EyeSight Ver. 2.” Overseas, the United State’s IIHS (Insurance Institute for Highway Safety) bestowed the highest rank of “Superior” in the Front Crash Prevention Test to “EyeSight” equipped vehicles.

Going forward, while envisioning future automated driving thanks to the evolution of the “EyeSight” driving assist system, FHI aims to become the No. 1 brand in overall safety by ensuring the absolute protection of all passengers and pedestrians in all directions from the driver’s perspective.

Lifting Our Environmental Performance to the Top Level by 2020

As a means of resolving environmental issues, FHI introduced in the previous fiscal year the “Subaru XV Hybrid,” which is a culmination of distinctively “Subaru” hybrid technology, as well as the new Levorg model in June of this year featuring a low-emission engine that uses Subaru’s turbo technology. Thanks to your support, these automobiles were well received by a multitude of customers leading to an expansion in growth. Continuous development of these technologies going forward will allow us to engender distinctively Subaru environmentally-friendly automobiles that deliver both output performance for a comfortable ride and superior fuel efficiency. Moreover, to meet environmental restrictions in the U.S. and other major markets, FHI aims to achieve the top level in both the internal combustion engine and EVs.

Building a Strong Business Structure

Human resource development and building an organization and corporate culture, activities that support the abovementioned initiatives, are collectively considered as one crucial theme under which FHI is promoting new internal projects, further enriching our human resources including promoting diversity and reforming its organization and corporate culture. Further, we will focus on fortifying our middle management at business locations both in Japan and overseas, foster the next generation of leaders who will be charged with steering the organization in the future, and other endeavors to build a strong team of people who will drive our mid- to long-term growth. FHI will also concentrate its energies on developing a corporate culture that encourages challenges, individuality and creativity.

Becoming a Company that Earns the Empathy of its Stakeholders

Our longtime stance, “Customers Come First,” should be upheld in order for the Fuji Heavy Industries Group to have a presence on the market as an organization with a strong appeal and a medium to long term perspective, and realize sustainable growth. We are fortifying our customer service in the United States, where unit sales are increasing rapidly, and meticulously interviewing Subaru users for new vehicle development projects, among other initiatives that, as the foundation of our many business activities, we are able to keep our stance consistent and unwavering.

We will continue to fulfill our responsibilities as a corporate citizen undertaking business throughout the world and aiming to become a company that is trusted by all people everywhere. We beseech your continued support going forward.



July 2014

Yasuyuki Yoshinaga
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Chairman of the CSR Committee