

**CSR Report**  
Corporate Social Responsibility Report  
**2015**



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# Editorial Policy

## Editorial Policy

This Report, which introduces the outcome of efforts by Fuji Heavy Industries Ltd. (FHI) with its domestic and overseas affiliates in Corporate Social Responsibilities (CSR), has been released to promote communication with stakeholders, including customers, shareholders, business associates, local communities, and employees, aiming to further strengthen our commitments.

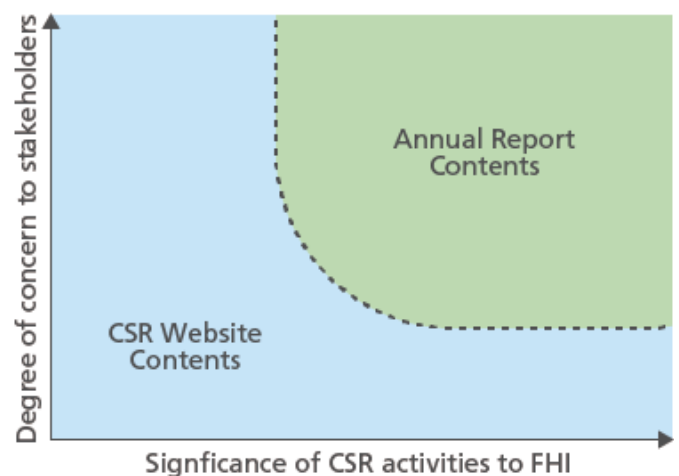
Specifically, in the feature article, we introduce the FHI Group's unique initiatives that we particularly want to highlight to our stakeholders, while in the section describing the Group's CSR activities, we report on our CSR measures focusing on eight areas: customers and products; employees; the environment; compliance; information disclosure; procurement; social contributions; and corporate governance.

## Regarding Report Media

To facilitate understanding of the company's affairs by all stakeholders, from the 2013 edition, CSR activity information in the FHI's CSR Report will be integrated with the Annual Report, and the publishing media has been transferred to the website in an effort to alleviate the burden on the environment. Further, The website information is available as a PDF file, which is stored in the Library. Please use according to your purpose.



## Approach to Report Media



## Report Cycle

The CSR activities reports for Fuji Heavy Industries Group in the previous fiscal year are compiled and released annually.

## Subjects of Reports

### Reported Organizations

The report covers Fuji Heavy Industries, Ltd., together with its Group member companies both domestic and overseas.

### Period Covered

- The report covers performance for the period of FY2015 (from April 2014 to March 2015) and a number of undertakings before and up to the release of the report.
- The departments and titles etc. of the people introduced in this report are correct as of the time of writing.

### Guidelines Referenced

- ISO26000
- Environmental Report Guidelines (2012) by the Japanese Ministry of the Environment
- Environmental Report Guidelines (2005) by the Japanese Ministry of the Environment

### Special Notice on Prospects

This report includes a variety of information on the prospects, plans, forecasts, etc., for the future of Fuji Heavy Industries, Ltd., and Fuji Heavy Industries Group member companies, although this information is based on past facts and currently available material, which may differ markedly depending on future economic trends, the company's business environment and other factors. We therefore request your understanding in this matter.

## Issue Periods

- Previous issue: August 2014
- Current issue: August 2015
- Next scheduled issue: August 2016

## Miscellaneous

- [Fuji Heavy Industries Ltd. Website Top page](#)
- [Corporate Profile](#)
- [Investor Relations](#)
- [Financial Results](#)
- [Annual Report](#)

## Thoughts on the Third-Party Opinion

### 1. CSR Activities Overall

We would like to express our gratitude for the valuable opinions about CSR at FHI conferred by Professor Oku following on from last year. We seriously took in all of your opinions and suggestions and will utilize them in our activities in the future.

This fiscal year, we added the origins of FHI's current safety technologies and our thoughts on safety, and we published Subaru's safety performance and customer- first initiatives as special features.

### 2. Response to Previous Observations

#### (1) Biodiversity

The praise for biodiversity this time is very encouraging.

In the future, we will continually evolve and make progress to be able to offer enhanced information to all.

#### (2) Opinions from Outside the Company and Conducting Surveys

We believe that listening to opinions, which are sometimes critical, from various stakeholders, and utilizing these opinions in our management and marketing activities and other operations is a key project for FHI.

In the Subaru Automobile Division, we carry out customer questionnaires and have achieved some results in raising satisfaction and trust levels, but FHI and Subaru dealerships are also asked for improvements. We will continually implement and utilize these kinds of surveys in the future in order to listen to such critical opinions and analyze the causes properly and be the company chosen by customers.

### 3. Fostering Mutual Understanding between Departments and Related Parties

The safety performance of Subaru cars receives high ratings in safety testing not only in Japan, but also around the world. Based on the concept of ALL-AROUND SAFETY, which pursues all aspects of safety, this is the fruit of various technologies starting with basic design that allows good visibility and comfortable operation and including driving assistance technologies that increase preventive safety performance, installation of EyeSight, and collision safe bodies that protect occupants in the event of a crash.

However, the more advanced these technologies have become, the more complex they are, and, in fact, it is now difficult for even employees to understand all of them. First, in order to help customers to understand the technology, we have strengthened and provided education for dealership staff at Subaru Academy.

A variety of training is also held at FHI. We hope to examine content to deepen understanding of the safety technologies that are the pride of FHI through these kinds of training forums.

### 4. Reviewing Introduction of Environmental Management Systems and Horizontal Deployment of Outstanding Initiatives

In addition to reviewing the outcomes and challenges in the operation of EcoAction 21 (EA21) at all dealerships, we share important initiative outcomes and examples and provide support for initiatives at dealerships in order to pave the way to substantial and ongoing improvements, including reductions in waste and energy conservation. In particular, under the dealership zero emission activity operated since fiscal 2013, we are continuing wide-ranging resource recycling that includes used batteries, waste oil, and end-of-life tires in partnership and cooperation with industry bodies and corporations.

We hope to make further innovations in the content of the report so that there is a deeper understanding of these kinds of initiatives.

### 5. Definite Link Between Information Published in the CSR Report and Information on the Website

We are committed to reexamining the online environment of the CSR Report and maintaining and updating it promptly to allow us to provide information to all in an easy-to-understand manner.

## CSR Report 2015 Improvements

- We were given the observation that even information that is “obvious” to people inside the company should be reported, and we covered our commitment to safety and external assessments of safety in FY2015.
- We were given the observation that the overall organization of automobile recycling should be made easier to understand, and we have used clearer diagrams to explain it.
- With regard to biodiversity, we reported on the specific activities of the working group inaugurated in FY2015.

Finally, FHI believes that communicating with all stakeholders through this Report is important, and we look forward to receiving more frank opinions and impressions in the future.

Environmental Affairs Promotion Office  
General Administration Department  
Corporate Planning Department  
Fuji Heavy Industries Ltd.