



Social Contribution Policy

Basic Approach to Social Contribution

We want to fulfill the Subaru Group’s corporate social responsibility by undertaking social contribution activities appropriate to our vision “From being a company making things, to a company making people smile,” as outlined in STEP, our mid-term management vision.

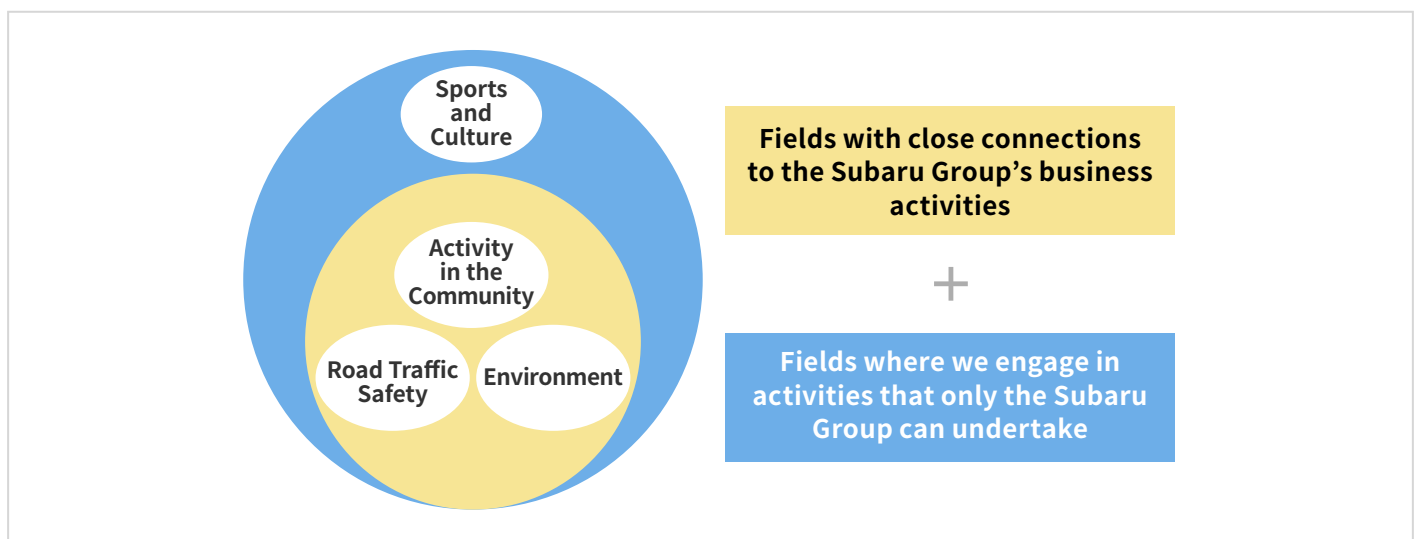
In our social contribution policy, we incorporate our hope to have social contribution take root in our corporate culture and to sincerely carry out such activities.

To do so, we promote activities in four key fields—activity in the community, environment, road traffic safety, and sports and culture—focusing on areas where we should fulfill our social responsibility as a manufacturer of transport equipment with automotive and aerospace businesses.

Social Contribution Policy

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

The Four Fields of Social Contribution Initiatives



System for Promoting Social Contribution Activities

Subaru established the Social Contribution Committee in FYE2013 as a body to actively promote and continue social contribution activities leveraging its technology and expertise.

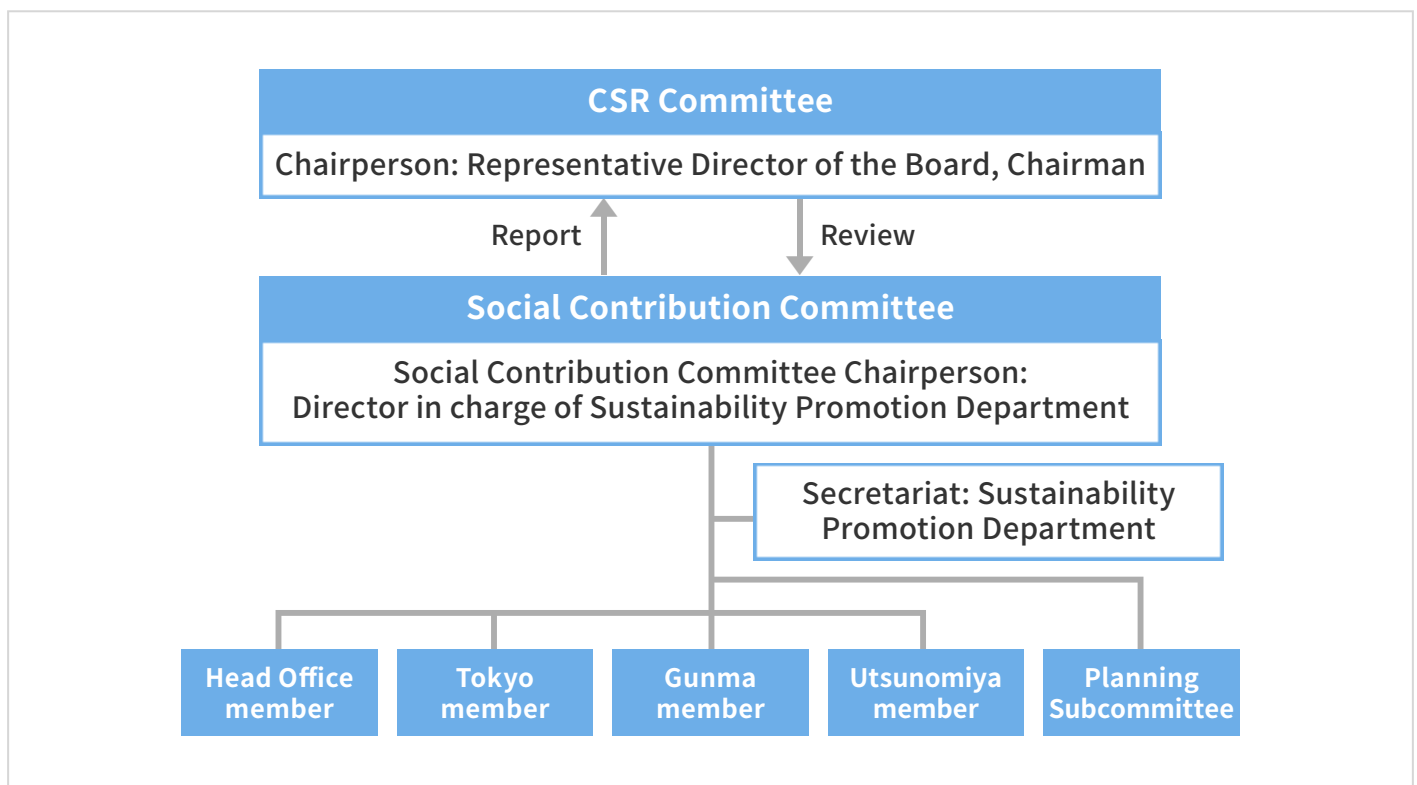
The Social Contribution Committee, based on the organizational restructuring in April 2019, appointed Director in charge of Sustainability Promotion Department as its chairperson and Sustainability Promotion Department (newly established) as its secretariat.

The Committee meets every six months to compile the results and issues derived from its activities for the improvement and revitalization of those activities.



Social Contribution Committee

Social Contribution Committee Organization Chart



Social Contribution Initiatives

Activity in the Community

<In Japan>

Carried out community cleanup activities

At the Gunma Plant, Subaru Community Exchange Association*1 organized the 24th Mount Kanayama*2 Cleanup in May. The 667 participants, including both employees and people from outside the company, were blessed with fine weather and their spirits remained high despite the heat as they cut grass and picked up litter in and around Kanayama Shinsui Park.



Participants in the Mount Kanayama cleanup

- *1 Subaru Community Exchange Association: An organization composed of Subaru Corporation, our business partners, and Subaru Group companies.
- *2 Mount Kanayama: A mountain in Kanayama-cho, Ota City, Gunma Prefecture; also known as Mount Ota-Kanayama. It has been selected as one of Gunma's top 100 mountains.

Other offices and plants also carry out cleanup activities and participate in community beautification initiatives.



Employees carrying out cleanup activities (Utsunomiya Plant)



Subaru Group employees cleaning up around Ebisu station (Head Office)

Sales to support reconstruction in disaster-stricken areas (Head Office, Tokyo Office)

In November, Subaru held the Tohoku Support Fair at Head Office and the Tokyo Office, as part of our efforts to support reconstruction in the Tohoku region. Groups from Iwate, Miyagi, and Fukushima prefectures took part, selling local produce from their communities. The event at Head Office attracted not only Subaru Group employees, but also staff from tenant companies at the Ebisu Subaru Building. The Subaru Group intends to continue supporting the economic revitalization of disaster-stricken areas.



Reconstruction support sale
(Head Office)



Reconstruction support sale
(Tokyo Office)

Monozukuri Classes (Head Office, Tokyo Office)

Subaru held Subaru Kids' Monozukuri Classes in collaboration with Subaru Techno Corporation. The classes gave participating children the opportunity to try making their own model cars and learn about the differences between two- and four-wheel drive vehicles in terms of mechanism and driving style. (Head Office: December 2018; Tokyo Office: August 2018)

Across the two venues, the classes attracted a total of around 40 children, who had fun competing with each other as they put their model cars through their paces on a test course.

Subaru plans to continue holding Monozukuri Classes to teach children about how cars work.



Running test of model cars
they made (Head Office)



Learning about the difference
between four and two wheel
drives (Tokyo Office)

Accepting Tours at SUBARU Visitor Center

Opened to the public in July 2003, the SUBARU Visitor Center welcomes people visiting Yajima Plant for plant tours, etc. In this center, visitors can view various Subaru cars from the past and learn more about Subaru's unique technologies and environmental initiatives. In FYE2019, 95,797 people visited the facility.

For detailed information on the Visitor Center, please refer to the link below.

<https://www.subaru.co.jp/csr/factory-tour/> (Japanese version only)



SUBARU Visitor Center

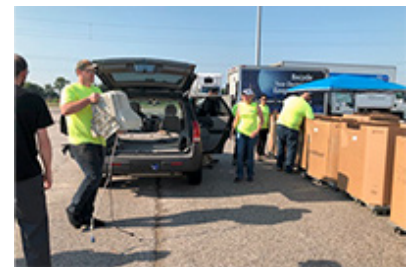


Inside of Visitor Center

<Overseas>

A Recycling Day (Subaru of Indiana Automotive, Inc.)

Since 2016, Subaru of Indiana Automotive, Inc. (SIA) has collected from local citizens hazardous waste that cannot easily be disposed of and then arranged for its recycling or disposal. In FYE2019, SIA collected approximately 17 tons of waste, including everything from oil and paint to electronic devices and pharmaceuticals.



Recycling activity

Participation in local government's garbage pickup activity (Subaru Canada, Inc.)

Since FYE2006, Subaru Canada, Inc. (SCI) has participated in the garbage cleanup activity for local companies that the City of Mississauga holds on Earth Day each year. SCI is also part of a community beautification initiative organized by Mississauga, in which responsibility for keeping roads clean and tidy is divided up among local companies, with garbage cleanup activities taking place three times a year.



SCI employees participating in Earth Day event



SCI employees participating in a cleanup activity

<In Japan>

Subaru Forest Project

Subaru's Environmental Policy declares that the earth, the sky and nature are Subaru's fields of business.

For Subaru, as an automotive and aerospace company, protecting our fields of business—namely, the global environment composed of the earth, the sky and nature—is a task of paramount importance to ensure the sustainability of both Subaru and society as a whole. Accordingly, in June 2017, Subaru launched the Subaru Forest Project* as an initiative embodying this mission.

Subaru is working with Bifuka-cho in Hokkaido, Gunma Prefecture, and Utsunomiya City in Tochigi Prefecture—communities with close ties to Subaru—on activities including support for forest management, participation in tree-planting, and use of thinned wood generated by forest management.

* The forest in Bifuka-cho, Hokkaido is called Subaru Forest Bifuka, while the one in Gunma Prefecture is called Subaru Friendship Forest Akagi and the one in Utsunomiya City, Tochigi Prefecture is called Subaru Forest Utsunomiya.

> [Please click here for further details.](#)



Tree-planting in Bifuka



Items made from thinned wood

Cooperating in the environment beautification initiative around Mt. Fuji

Since 2014, Subaru has been a regular participant in the Mt. Fuji Cleanup Campaign organized by the Mt. Fuji Beautification Foundation, cleaning up the mountain trail around Mount Fuji's Fifth Station. A total of 300 people from local governments, companies, and groups took part in a cleanup in September 2018, collecting about 120 kg of garbage.

At the departure ceremony held at the beginning of the event, Subaru presented the Mt. Fuji Beautification Foundation with a list of donations to the foundation. The money donated will be used to maintain the environment on Mount Fuji and in the Fuji Hokuroku area, as well as for activities to raise awareness of beautification.



Presentation of the list of donations at the departure ceremony



Cleanup activity at Mt. Fuji's 5th station

School visits to teach environmental issues (Utsunomiya Plant)

Utsunomiya Plant has conducted school visits since FYE2007 to raise children's interest in the field of aerospace through experiments and experiences so that the field can become an option in their future career choice. In this activity, Subaru employees visit local elementary and junior high schools and become lecturers to encourage children through the lecture and experiments to consider the mechanism of global warming and ways to prevent it. Since its launch, a total of 17,714 students from 263 schools in Utsunomiya and Handa Districts have participated, making the activity rooted in the communities.



Class on environmental issues

<Overseas>

The SUBARU Forest Ecology Conservation Project in China (Subaru of China, Ltd.)

Subaru of China Ltd. has established Subaru Ecology Conservation Forests in 31 nature reserves in China since 2013 and has been carrying out activities such as afforestation and ecology conservation. It has also made donations to the Wild Animal Protection Fund.

> [The SUBARU Forest Ecology Conservation Project in China: "31 Forest Star Tours"](#)



Ecology conservation activity

Traffic safety talk and plant tour (Gunma Plant)

In September, with the cooperation of Toyota Driving School Gunma, Subaru's Community Exchange Association organized a traffic safety lecture and plant tour at the Gunma Plant's Yajima Plant, which was attended by about 107 residents of Oizumi-machi.

Participants gained first-hand insights into Subaru's manufacturing technologies and ideas during the tour, which took place in the Yajima Plant and the Subaru Visitor Center.

The feedback from tour participants included such comments as "I was impressed!," "It's incredible to think that a single sheet of steel can be made into a car," and "The plant workers carried out their tasks so quickly and looked really cool."



Traffic safety talk



Tour at Visitor Center

Traffic safety guidance (Utsunomiya Plant)

As part of our efforts to prevent traffic accidents, Subaru employees at the Utsunomiya Plant carry out traffic safety guidance activities on roads around the plant at times of day when people are commuting to and from work at the beginning of the school year in April and in September, after the end of the summer vacation.



Traffic safety guidance

Subaru Traffic Safety Class (Tokyo Office)

Subaru's Tokyo Office held the Subaru Traffic Safety Class with the cooperation of Mitaka City and Mitaka Police Station at Subaru Sports Center (to which the company has obtained naming rights) in March 2019, to raise awareness of traffic safety among schoolchildren in the Mitaka area. About 40 children took part in the class, which was enjoyable interactive exercises to teach traffic safety knowledge, including road sign quizzes and games of hide and seek using areas of a car that are blind spots for drivers. Subaru intends to continue striving to prevent traffic accidents, including those involving children.



Traffic sign quiz



Hide and seek in a car's blind spots

<In Japan>

Subaru baseball team and track-and-field team instruct children as coaches

In January 2019, Subaru held the 17th Utsunomiya Junior Baseball Class at Tochigi Prefectural Baseball Stadium and the 12th Musashino Junior Baseball Class at Musashino Municipal Softball Ground, with members of the Subaru baseball team serving as coaches.

A total of 96 elementary school students from Utsunomiya City took part in the Utsunomiya Junior Baseball Class, while 170 elementary school students from the Musashino area participated in the Musashino Junior Baseball Class. Members of the Subaru team taught the children about the joy of baseball and coached them to improve their technique.

In September 2018, members of Subaru's track-and-field team served as coaches at the "How to Run Faster" Class held in the gymnasium at Oizumi Choritsu Higashi Elementary School. About 40 elementary school students from Oizumi-machi took part in this class, at which members of the Subaru's team coached the children in the basic movements in running and training methods to increase their running capacity ahead of their long-distance race that autumn.



Baseball class



Track-and-field class

Friendship Concert (Gunma Plant)

Subaru Community Exchange Association held its 66th and 67th Friendship Concert in Ota City in June and in Oizumi-machi in December. At these concerts, altogether 1,100 people from children to adults enjoyed the performance, bringing in various donations including towels, soaps and money. These items are donated to different social welfare facilities through a social welfare council.



Friendship Concert

A classic Subaru display at the Classic Car Festival at Meiji Jingu Gaien Park

In October 2018, Toyota Motor Corporation hosted the Classic Car Festival at Meiji Jingu Gaien Park, with the goal of nurturing and promoting automobile culture, as well as encouraging interaction among car fans.

As a special exhibition under the theme of “Japanese Vintage Year 1989,” models unveiled by various manufacturers in 1989 (the first year of the Heisei era) were displayed in industry-wide cooperation. Keen to support the festival’s goal of nurturing and promoting automobile culture, Subaru provided a first-generation Legacy Touring Wagon for the exhibition.



Exhibiting Subaru Legacy Touring Wagon (foreground)

<Overseas>

Mississauga Dragon Boat Festival (Subaru Canada, Inc.)

In June 2018, employees of Subaru Canada, Inc. (SCI) competed in the 15th Mississauga Dragon Boat Festival. This event is held to raise money for children with congenital heart disease.

A total of 44 teams from local companies and private high schools took part and the SCI team succeeded in winning the silver medal.



SCI employees who took part in the Mississauga Dragon Boat Festival

Running/walking event Subaru Color 5K held (Subaru of Indiana Automotive, Inc.)

Subaru of Indiana Automotive, Inc. has been holding a running/walking event since FYE2016 with the aim of people with intellectual developmental disabilities becoming independent and participating in society. This event is held in collaboration with Special Olympics* Indiana, an international sports organization offering daily sports programs and competitions as a place to present achievements. In the event held in June 2018, more than \$45,000 donation was collected.



Subaru Color 5K participants

* Special Olympics: An international sporting organization that aims to promote the independence and social engagement of people with intellectual developmental disabilities by providing daily sporting programs and organizing tournaments to showcase athletes’ achievements.

Donation, volunteer activities, etc.

<In Japan>

Saving lives

Employees from the Utsunomiya Plant were awarded letters of appreciation by the local police station and fire station after saving people's lives.

Subaru will continue to strive to ensure that we can contribute to the local community.



Commended for saving lives at the site of a fire



Commended for helping an elderly person who got lost



Commended for making decisions calmly and calling for the assistance of the fire brigade after a visitor to a leisure facility collapsed

Appreciation letters from the Central Community Chest of Japan for support following the West Japan torrential rain disaster

Subaru donated money to support volunteer activities in areas stricken by the July 2018 torrential rain disaster. In addition, affiliated company Fuji Heavy Industries House Co., Ltd. donated around 40 prefabricated houses.

Subaru received letters of appreciation for this support from the Central Community Chest of Japan (also known as the Red Feather), Kurashiki City Council of Social Welfare, and Mihara City Council of Social Welfare.



Volunteers and staff of the Kurashiki City Disaster Volunteer Center



Receiving a letter of appreciation

<Overseas>

Donation of science books (Subaru of America, Inc.)

Subaru of America, Inc. (SOA) donated 5,000 science books to schools in Camden, New Jersey. SOA has donated more than 10,000 books over the last three years and plans to donate a further 5,000 in 2019.



SOA employees carrying books

Donation of toys (Subaru Research & Development, Inc.)

In December 2018, Subaru Research & Development, Inc. began taking part in the Toys for Tots program, distributing toys to children in need. The company also donated about \$6,800 to the Japan Business Society of Detroit, Special Olympics, and local high schools.