History of the SUBARU Group

SUBARU, which can trace some of its roots to Aircraft Research Laboratory, has continuously nurtured highly creative technologies and increased corporate value by pursuing business alliances to respond to major changes in the times. Here we outline the history of the SUBARU Group to date.

1917	Establishment of Aircraft Research Laboratory
1931	Establishment of Nakajima Aircraft Co., Ltd.
1945	Change of company name from Nakajima Aircraft to Fuji Sangyo



1946 Production of the first Rabbit Scooter

1953	Establishment of Fuji Heavy Industries Ltd. Start of aircraft production and automobile development
1960	Opening of the Gunma Main Plant
1960	Listing of shares on the Tokyo Stock Exchange
1966	Signing of a business alliance agreement with Isuzu Motors Ltd.
1968	Establishment of SUBARU of America (SOA)
1968	Dissolution of the business alliance with Isuzu Motors Ltd.
1968	Signing of a business alliance agreement with Nissan Motor Co., Ltd.
1968	Start of exports of Robin engines for snowmobiles to Polaris (USA)
1969	Start of operation of the Yajima Plant
1972	Release of the Leone 4WD Estate Van
1978	Conclusion of a 767 business agreement with Boeing
1983	Start of full-scale operation of the Oizumi Plant
1987	Release of a Justy model equipped with the world's first electro-continuously variable transmission (ECVT)
1987	Establishment of SUBARU-Isuzu Automotive, Inc. (SIA) in the U.S. in a joint venture with Isuzu Motors Ltd.
1989	Establishment of SUBARU Canada, Inc. (SCI)
1989	Completion of SUBARU Research & Testing Center (SKC)
1990	SUBARU of America (SOA) made a wholly owned subsidiary
1991	Participation in the Boeing 777 program

SUBARU Models through the Years

1958



SUBARU 360 released

1961



SUBARU Sambar truck released

1966



SUBARU 1000 four-door sedan released

1969



R-2 released

1971



Leone coupe released

1972



Rex released

1977



Brat released

1983



Domingo released

1984



Justy released

1985



Alcyone released

1989



Legacy series released

Origin of the SUBARU Name and Logo

"SUBARU" is Japanese for the Pleiades star cluster in the constellation Taurus. These stars are also known as "six-star group." The name reflects the fact that Fuji Heavy Industries was formed from capital contributions from five companies that sprang from Nakajima Aircraft.

1993	Start of operation of the Handa Plant
1998	SIA is first automobile assembly plant in the U.S. to obtain ISO 14001 certification
1999	Capital and business alliance with General Motors Corporation (GM) (USA)
1999	Business alliance with Suzuki Motor Corporation
2000	Dissolution of the business alliance with Nissan Motor Co., Ltd.
2001	Zero emissions achieved at the automobile manufacturing division (Gunma Manufacturing Division)
2001	Zero emissions achieved at the Utsunomiya Manufacturing Division, Utsunomiya Plant, and Saitama Plant
2002	Dissolution of the SIA joint venture with Isuzu and formal signing of a contract production agreement
2003	Legacy wins the Car of the Year Japan award
2003	Receipt of Boeing Supplier of the Year award (Major Structures category)
2003	SUBARU of Indiana Automotive, Inc. (SIA) made a wholly owned subsidiary
2005	Participation in the Boeing 787 program Delivery of main wings for next-generation transport aircraft and next-generation fixed-wing patrol aircraft

2005	Dissolution of the alliance with GM, agreement to enter into a business alliance with Toyota Motor Corporation
2007	Start of production of Toyota cars (Camry) at SIA
2010	Development of an EyeSight advanced driver assist system with greatly expanded range of driver assistance
2012	Receipt of Boeing Supplier of the Year award (Pathfinder category)
2012	Start of knockdown production of the SUBARU XV in Malaysia
2012	SIA becomes the first automobile production plant in the U.S. to obtain ISO 50001 certification
2012	Termination of production of mini-vehicles and shift to marketing on an OEM basis
2014	Signing of an agreement to participate in a project to develop and mass produce the Boeing 777X
2015	Cumulative production of 15 million horizontally opposed engines
2015	Formulation of the Corporate Governance Guidelines
2016	Cumulative production of 15 million AWD vehicles
2016	Termination of contract production of the Toyota Camry at SIA

1992

Vivio released

1992

Impreza series released

1997

Forester released

1998

Pleo released

2003

Outback released

2005

B9 Tribeca released

2008

Exiga released

2012

SUBARU BRZ released

2012

SUBARU XV released

2014

Levorg released

2014

WRX released