

FHI Announces Organizational and Management Changes (Effective March 31, 2015 and April 1, 2015)

Tokyo, March 3, 2015 - Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced the following organizational and management changes.

1. Organizational Changes (Effective April 1, 2015)

< Establishment of "External Relations Department" >

FHI establishes "External Relations Department" in its headquarters to enhance the company's function of overseeing and coordinating external affairs of each division as well as its capabilities in industry information gathering and external communications.

< Establishment of "Subaru Next Story Promotion Office" >

FHI establishes "Subaru Next Story Promotion Office" in its headquarters to build stronger ties between Subaru and customers with an aim to enhance the Subaru brand as well as the company's added value business from a medium- to long-term perspective.

2. Promoted Corporate Vice Presidents (Effective April 1, 2015)

- Nobuhiko Murakami, Corporate Executive Vice President

(Current title: Corporate Senior Vice President, Senior General Manager of Subaru Global Marketing Div.)

- Yasunobu Nogai, Corporate Senior Vice President

(Current title: Corporate Vice President, Chief General Manager of Subaru Cost Planning & Management Div. and General Manager of Business Planning Dept.)

- Satoshi Maeda, Corporate Senior Vice President

(Current title: Corporate Vice President, Senior General Manager of Subaru Engineering Div.)

- Toshiaki Okada, Corporate Senior Vice President

(Current title: Corporate Vice President, General Manager of Corporate Planning Dept.)

3. Newly-appointed Corporate Vice Presidents (Effective April 1, 2015)

- Masayuki Uchida, Corporate Vice President

(Current title: Senior Project General Manager of Subaru Product & Portfolio Planning Div.)

- Takuji Dai, Corporate Vice President

(Current title: Senior General Manager of Subaru Global Marketing Div.)

- Fumiaki Hayata, Corporate Vice President

(Current title: Senior General Manager of Subaru Overseas Sales & Marketing Div. 1 and General Manager of North America Sales & Marketing Dept.)

4. Retiring Corporate Vice Presidents (Effective March 31, 2015)

- Hidetoshi Kobayashi

(Current title: Corporate Senior Vice President, Chief General Manager of Subaru Overseas Sales & Marketing Div. 2)

* Appointed as President of Subaru System Service Co., Ltd. effective April 1, 2015.

- Toshio Masuda

(Current title: Corporate Vice President, Chief General Manager of Subaru Product & Portfolio Planning Div.)

* Appointed as President of Subaru Auto Accessories Ltd. effective April 1, 2015.

5. Responsibility Changes: Directors (Effective April 1, 2015)

Name	New	Current
Jun Kondo Representative Director Deputy President	-Corporate Planning Dept. -External Relations Dept. -China Project Office -Subaru Next Story Promotion Office -Subaru Customer Center -Subaru Parts & Accessories Div. -Subaru Cost Planning & Management Div. -Subaru Manufacturing Div. -Subaru of Indiana Automotive, Inc. (SIA) -Aerospace Company -Industrial Products Company	-Subaru Customer Center -Subaru Parts & Accessories Div. -Subaru Manufacturing Div. -Subaru of Indiana Automotive, Inc. (SIA) -Aerospace Company -Industrial Products Company
Akira Mabuchi Director Corporate Executive Vice President	-Subaru Purchasing Div.	-Corporate Planning Dept. -Business Planning Dept. -Affiliated Companies Dept. -China Project Office -Subaru Cost Planning & Management Div. -Subaru Purchasing Div. -Subaru Quality Assurance Div.
Mitsuru Takahashi Director Corporate Executive Vice President	-CFO -Business Planning Dept. -Affiliated Companies Dept. -Secretarial Office -Finance & Accounting Dept. -Corporate Communications Dept. -Human Resources Dept. -Business Process & Information System Management Dept. -General Administration Dept. -Legal Dept. -Internal Audit Dept.	-CFO -Secretarial Office -Finance & Accounting Dept. -Corporate Communications Dept. -Human Resources Dept. -Business Process & Information System Management Dept. -General Administration Dept. -Legal Dept. -Internal Audit Dept.
Takeshi Tachimori Director Corporate Executive Vice President	-Subaru Global Marketing Div. -Subaru Japan Sales & Marketing Div. -Subaru Overseas Sales & Marketing Div. 1 -Subaru Overseas Sales & Marketing Div. 2 -Subaru Quality Assurance Div. -Subaru of America, Inc. (SOA)	-Subaru Global Marketing Div. -Subaru Japan Sales & Marketing Div. -Subaru Overseas Sales & Marketing Div. 1 -Subaru Overseas Sales & Marketing Div. 2 -Subaru of America, Inc. (SOA)

6. Responsibility Changes: Corporate Vice Presidents (Effective April 1, 2015)

Name	New	Current
Shuzo Haimoto Corporate Executive Vice President	-Industrial Products Company	-Business Process & Information System Management Dept.
	Company President of Industrial Products Company	-Industrial Products Company Company President of Industrial Products Company
Nobuhiko Murakami Corporate Executive Vice President	-Subaru Overseas Sales & Marketing Div. 2	-Subaru Global Marketing Div.
	Chief General Manager of Subaru Overseas Sales & Marketing Div. 2	Senior General Manager of Subaru Global Marketing Div.
Yasuo Kosakai Corporate Senior Vice President	-Subaru Parts & Accessories Div.	-Subaru Japan Sales & Marketing Div.
	Chief General Manager of Subaru Parts & Accessories Div.	-Subaru Parts & Accessories Div. Chief General Manager of Subaru Japan Sales & Marketing Div. and Subaru Parts & Accessories Div.
Kazuo Hosoya Corporate Senior Vice President	-Subaru Japan Sales & Marketing Div.	-Human Resources Dept.
	Chief General Manager of Subaru Japan Sales & Marketing Div.	General Manager of Human Resources Dept.
Yasunobu Nogai Corporate Senior Vice President	-Subaru Cost Planning & Management Div.	-Subaru Cost Planning & Management Div.
	-Business Planning Dept. Chief General Manager of Subaru Cost Planning & Management Div. and General Manager of Business Planning Dept.	Chief General Manager of Subaru Cost Planning & Management Div. and General Manager of Business Planning Dept.
Toshiaki Okada Corporate Senior Vice President	-Corporate Planning Dept.	-Corporate Planning Dept.
	-Subaru Next Story Promotion Office General Manager of Corporate Planning Dept.	General Manager of Corporate Planning Dept.
Hiromi Tsutsumi Corporate Vice President	-Human Resources Dept.	-Subaru Customer Center
	General Manager of Human Resources Dept.	Chief General Manager of Subaru Customer Center
Hiroki Kurihara Corporate Vice President	-Subaru Customer Center	-Subaru Japan Sales & Marketing Div.
	-Subaru Japan Sales & Marketing Div. Chief General Manager of Subaru Customer Center and Senior General Manager of Subaru Japan Sales & Marketing Div.	Senior General Manager of Subaru Japan Sales & Marketing Div.
Yoichi Kato Corporate Vice President	-External Relations Dept.	-Corporate Planning Dept.
	General Manager of External Relations Dept.	In charge of External Affairs

7. Responsibilities of New Corporate Vice Presidents (Effective April 1, 2015)

Masayuki Uchida Corporate Vice President	-Subaru Engineering Div.	Senior Project General Manager, Subaru Product & Portfolio Planning Div.
	Senior General Manager of Subaru Engineering Div.	
Takuji Dai Corporate Vice President	-Subaru Product & Portfolio Planning Div.	Senior General Manager of Subaru Global Marketing Div.
	Chief General Manager of Subaru Product & Portfolio Planning Div.	
Fumiaki Hayata Corporate Vice President	-Subaru Overseas Sales & Marketing Div. 1	Senior General Manager of Subaru Overseas Sales & Marketing Div. 1 and General Manager of North America Sales & Marketing Dept.
	Senior General Manager of Subaru Overseas Sales & Marketing Div. 1 and General Manager of North America Sales & Marketing Dept.	