



Change in Presidency of Fuji Heavy Industries Ltd.

Tokyo, May 10, 2011 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced the change of the President as described below.

These appointments will become effective by the approval at the Board of Directors Meeting following the Company's 80th General Meeting of Shareholders scheduled at June 24, 2011

<Name and New title>

<Current title>

Ikuo Mori

Representative Director of the Board
Chairman and CEO

Representative Director of the Board
President and CEO

Yasuyuki Yoshinaga

Representative Director of the Board
President and COO

Director of the Board
Corporate Executive Vice President

<Reference: Personal Profile of Yasuyuki Yoshinaga, the new President and COO>

Date of birth: March 5, 1954

Place of birth: Tokyo, Japan

Education: March, 1977, Graduated from Seikei University with B.A. degree (Faculty of Economics)

Business experience:

April, 1977: Joined Fuji Heavy Industries Ltd.

October, 1999: General Manager of Sales Planning Department, (Japan) Domestic Sales Division

June, 2002: General Manager of Subaru Planning Office, Subaru Strategy Development Division

April, 2005: Corporate Vice President, Senior General Manager of Strategy Development Division,
General Manager of Corporate Planning Department

June, 2006: Corporate Vice President, Chief General Manager of Strategy Development Division

June, 2007: Corporate Senior Vice President,

Chief General Manager of Subaru Japan Sales & Marketing Division

June, 2009: Director of the Board, Corporate Executive Vice President,

Chief General Manager of Subaru Japan Sales & Marketing Division