



Subaru Names All-New Sports Car “SUBARU BRZ” - FHI to display its Technology Concept at 64th Frankfurt Motor Show -

Tokyo, August 23, 2011 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced that Subaru’s new rear-wheel drive sports car, which is currently under joint development with Toyota Motor Corporation, will be named “SUBARU BRZ”. “BRZ” stands for “**B**oxer engine”, “**R**ear-wheel drive” and “**Z**enith” and embodies ultimate passion for the new sports car and confidence in its distinctive trademark and core technology: the “Horizontally-Opposed Subaru Boxer engine”. The start of production is planned for spring 2012.

FHI will exhibit the technology concept of the “SUBARU BRZ”, named “SUBARU BRZ PROLOGUE - BOXER Sports Car Architecture II - ”, at the 64th Frankfurt Motor Show in September 2011. (Press day: September 13 and 14; Open to the public from September 15 through 25, 2011)

A special site will be opened today at 12:00 on the Subaru Global Site.

<http://www.subaru-global.com/11frankfurt/teaser/>

Under the brand statement “Confidence in Motion”, Subaru brand always inspires confidence with customers through its commitment to “engineering excellence”. With the core ideal of “engineering excellence”, Subaru continues to provide customers with “Enjoyment and Peace of Mind” in all Subaru products.



SUBARU BRZ logo

About Fuji Heavy Industries Ltd.

Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, is a leading manufacturer in Japan with a long history of technological innovations that dates back to its origin as an aircraft company. While the automotive business is a main business pillar, FHI’s Aerospace, Industrial Products and Eco Technologies divisions offer a diverse range of products from general-purpose engines, power generators, and sanitation trucks to small airplanes, crucial components for passenger aircrafts, and wind-powered electricity generating systems. Recognized internationally for its AWD (all-wheel drive) technology and Horizontally-Opposed engines in Subaru, FHI is also spearheading the development of environmentally friendly products and is committed to contributing to global environmental preservation.