



FHI Announces the Organizational and Management Changes

Tokyo, March 6, 2012 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced the following organizational and management changes.

1. Organizational Changes (Effective as of April 1, 2012)

<Discontinuation of Strategy Development Division>

To strengthen the functions of staff organization units in the Head Quarters, Corporate Planning Dept. and Affiliated Companies Dept. will be reorganized.

<Establishment of Business Planning Department>

To promote the structural reforms by strengthen the functions of strategy, planning and administration of three companies (Industrial Products Company, Eco Technologies Company and Aerospace Company), Business Planning Dept. will be established in the Head Quarters.

2. Promoted Corporate Vice Presidents (Effective as of April 1, 2012)

Hisashi Nagano, Corporate Executive Vice President

(current title: Corporate Senior Vice President & Company President of Aerospace Company)

Hidetoshi Kobayashi, Corporate Senior Vice President

(current title: Corporate Vice President & Chief General Manager, Subaru Global Marketing Div.)

Yoshio Hirakawa, Corporate Senior Vice President

(current title: Corporate Vice President & Senior General Manager, Subaru Engineering Div.)

3. Newly-appointed Corporate Vice President (Effective as of April 1, 2012)

Toshio Masuda, Corporate Vice President

(current title: Senior General Manager, Subaru Product & Portfolio Planning Div.)

Kazuo Hosoya, Corporate Vice President

(current title: President, Tokyo Subaru Inc.)

Masaki Okawara, Corporate Vice President

(current title: Senior Vice President, Subaru of Indiana Automotive, Inc)

Satoshi Maeda, Corporate Vice President

(current title: General Manager, Engine Design Dept. Subaru Engineering Div.)

4. Retiring Corporate Vice President (Effective as of March 31, 2012)

Motohisa Miyawaki*1 (current title: Corporate Senior Vice President)

*1: to be appointed as President of Ichitan Co., Ltd. effective as of April 1, 2012

Motokiyo Nomura*2 (current title: Corporate Vice President & President of Subaru of Indiana Automotive, Inc.)

*2: to be appointed as President of Subaru Living Service Co., Ltd. effective as of April 1, 2012

Ryoichi Shimokawa*3 (current title: Corporate Vice President)

*3: to be appointed as President of Tokyo Subaru Inc. effective as of April 1, 2012

5. Changes of Responsibilities of Directors (Effective as of April 1, 2012)

Name	New Responsibilities	Current Responsibilities
Yasuyuki Yoshinaga Representative Director President & COO	—	Subaru Sales & Marketing Divisions
Akira Mabuchi Director Corporate Executive Vice President	Corporate Planning Dept., Affiliated Companies Dept., Business Planning Dept., China Project Office, Subaru Cost Planning & Management Div., Subaru Purchasing Div., Subaru Quality Assurance Div.	Strategy Development Div., Intellectual Property Dept., China Project Office, Subaru Product & Portfolio Planning Div., Subaru Engineering Div., Subaru Technical Research Center
Naoto Muto Director Corporate Executive Vice President	Intellectual Property Dept., Subaru Product & Portfolio Planning Div., Subaru Engineering Div., Subaru Technical Research Center	Subaru Cost Planning & Management Div., Subaru Purchasing Div.
Tomohiko Ikeda Director Corporate Executive Vice President	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., 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.	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., Subaru Global Marketing Div., Subaru Quality Assurance Div.

6. Changes of Responsibilities of Corporate Vice Presidents (Effective as of April 1, 2012)

Name	New Responsibilities	Current Responsibilities
Shuzo Haimoto Corporate Executive Vice President	General Manager, Business Planning Dept., Affiliated Companies Dept., Business Process & Information System Management Dept.,	Overall Support to the President Strategy Development Div.
Tamaki Kamogawa Corporate Senior Vice President	Chief General Manager, Subaru Purchasing Div.	Chief General Manager, Subaru Cost Planning & Management Div.
Hidetoshi Kobayashi Corporate Senior Vice President	Chief General Manager, Subaru Parts & Accessories Div. Senior General Manager, Subaru Global Marketing Div.	Chief General Manager, Subaru Global Marketing Div.
Tsuyoshi Nakai Corporate Vice President	Legal Dept., Internal Audit Dept.	Senior General Manager, Subaru Overseas Sales & Marketing Div. 2
Yasunobu Nogai Corporate Vice President	Chief General Manager, Subaru Cost Planning & Management Div.	Senior General Manager, Subaru Cost Planning & Management Div., Subaru Purchasing Div.
Masashi Takahashi Corporate Vice President	Senior General Manager, Subaru Cost Planning & Management Div., Subaru Purchasing Div.	Senior General Manager, Subaru Engineering Div., Chief General Manager, Subaru Technical Research Center
Tomomi Nakamura Corporate Vice President	General Manager, Corporate Planning Dept.	Chief General Manager, Strategy Development Div., General Manager, Corporate Planning Dept.

7. Responsibilities of New Corporate Vice Presidents (Effective as of April 1, 2012)

Name	New Responsibilities	Current Responsibilities
Toshio Masuda Corporate Vice President	Chief General Manager, Subaru Product & Portfolio Planning Div.	Senior General Manager, Subaru Product & Portfolio Planning Div.
Kazuo Hosoya Corporate Vice President	General Manager, Human Resources Dept.	President of Tokyo Subaru Inc.
Masaki Okawara Corporate Vice President	President, Subaru of Indiana Automotive, Inc	Senior Vice President, Subaru of Indiana Automotive, Inc
Satoshi Maeda Corporate Vice President	Senior General Manager, Subaru Engineering Div. General Manager, Engine Design Dept., Subaru Engineering Div.	General Manager, Engine Design Dept., Subaru Engineering Div.

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