



## **FHI to Exhibit at 2012 Automotive Engineering Exposition in Yokohama, Japan**

Tokyo, May 17, 2012 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced that the company will participate in the 2012 JSAE Automotive Engineering Exposition, Japan's largest vehicle technology exhibition organized by Society of Automotive Engineers of Japan, Inc. to be held from May 23 through May 25 at Pacifico Yokohama Exhibition Hall, Yokohama, Japan.

FHI will showcase Subaru's latest products and technologies including the "Subaru BRZ" sports car featuring a front-engine / rear-wheel drive layout, the "EyeSight (version 2)" - Subaru's advanced driver assistance system, and the all-new 2.0 liter horizontally-opposed direct injection turbo engine.

### **< Exhibition Overview >**

#### **1. The Subaru BRZ**

The Subaru BRZ is a front-engine, rear-wheel drive sports car powered by the horizontally-opposed Boxer engine which offers sheer driving pleasure with excellent handling to everyone. Developed under the concept "Pure Handling Delight - the driving experience taken to a new level", the car delivers exceptional handling performance realized by the ultra-low center of gravity packaging with the Boxer engine mounted as low as possible. On display will be the BRZ production model as well as the chassis model to show the low placement of the Boxer engine.

#### **2. The "EyeSight (version 2)" Advanced Driver Assistance System**

The "EyeSight (version 2)" is an upgraded version of Subaru's advanced driver assistance system using its originally-developed stereo camera sensor technology. The features include Pre-Collision Braking Control and All-Speed Adaptive Cruise Control, which will support safer, more comfortable driving. At the booth, the EyeSight image recognition system device will be exhibited for live demonstration.

#### **3. The 2.0 Liter Horizontally-Opposed Direct Injection Turbo Engine**

Subaru's own direct injection technology was applied to the new generation Boxer engine. By injecting fuel directly into cylinders, combustion efficiency was heightened, resulting in both high engine output and fuel efficiency. The actual engine will be on display.

This year marks the 40<sup>th</sup> anniversary of Subaru's all-wheel drive (AWD) technology which made its debut on the "Subaru Leone Estate Van 4WD" in 1972. The related special AR content is available at the booth.



Users of Apple iPhone/iPad/iPod touch can view our special AR content. Download Subaru AR App before your visit and enjoy the brought-to-life images at the Subaru booth.

To download Subaru AR App, visit our Subaru Global Site at :

[http://www.subaru-global.com/subaru\\_app.html](http://www.subaru-global.com/subaru_app.html)