



## Subaru Production and Retail Sales Plans for CY2013

Tokyo, January 15, 2013 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced its annual production and retail sales plans for calendar year 2013.

### 1. Production

(Units)

		CY2013 Plan	CY2012 Result	Change
Japan Production		569,000	568,537	100.1%
	Passenger Car	569,000	550,176	103.4%
Overseas Production *1		172,000	184,783	93.1%
Global Production		741,000	753,320	98.4%

\*1: Excludes CKD production in Malaysia

#### < Japan Production >

While passenger car demand is expected to remain strong with worldwide launches of the all-new Forester as well as steady sales of Subaru XV and Impreza, Japan production is planned at 569,000 units, the same level as 2012 with a recovery from inventory shortages and mini-car production discontinuation in February 2012 are incorporated.

#### < Overseas Production >

While strong sales of the Legacy and Outback continue in North America, overseas production is expected to decline 7% to 172,000 units as inventory shortages are on a recovery track due to last year's increased production.

#### < Global Production >

Global production is expected to decrease slightly to 741,000 units, the first year-over-year drop in two years.

### 2. Retail Sales

(Units)

		CY2013 Plan	CY2012 Result	Change
Japan Sales *2		162,000	177,715	91.2%
	Passenger Cars	106,000	108,070	98.1%
Overseas Sales		588,000	528,897	111.2%
	U.S.	365,000	336,441	108.5%
	China	57,500	43,459	132.3%
Global Sales		750,000	706,612	106.1%

\*2: Includes OEM vehicles

#### < Japan Sales >

Subaru sets its Japan sales target at 162,000 units with its popular "EyeSight" driver-assist system and enhanced SUV range including the Subaru XV, Outback and all-new Forester as leverage.

#### < Overseas Sales >

In 2013, Subaru plans to increase sales in the U.S., China and other major markets to sell 588,000 units in total which will mark the second year of growth as well as an all-time overseas sales record.

#### < Global Sales >

Subaru's global sales target for CY2013 is 750,000 units which will mark the second year of growth as well as an all-time annual sales record in Subaru history.