



Strong Demand for the “SUBARU XV HYBRID” in Japan - Orders Surpass Monthly Sales Target Tenfold in First Two Weeks -

Tokyo, July 10, 2013 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced that the orders for the “Subaru XV Hybrid” in Japan have reached 5,580 units as of July 7 in just two weeks after its launch on June 24. This breaks the monthly sales target of 550 units by more than ten times.

Breakdown of the orders:

1. Trim

HYBRID 2.0i	4.2 %
HYBRID 2.0i-L	4.4 %
HYBRID 2.0i-L EyeSight	91.4 %

2. EyeSight

EyeSight-equipped models	91.4 %
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3. Exterior Color

Satin white pearl	28.3 %
Desert khaki	14.7 %
Ice silver metallic	13.0 %
Plasma green pearl	11.2 %
Crystal black silica	9.4 %
Deep sea blue pearl	7.9 %
Venetian red pearl	5.8 %
Tangerine orange pearl	5.3 %
Dark gray metallic	4.4 %

4. Percentage of customer's age

Under 29	7.0 %
30 - 39	14.3 %
40 - 49	23.1 %
50 - 59	26.5 %
Over 60	29.1 %

The Subaru XV Hybrid offers the brand's distinctive, enjoyable driving experience. The orders for the hybrid version during the two-week period account for 70% of the total sales of the Subaru XV series.

Customer reviews on the Subaru XV Hybrid include:

- Fun to drive with responsive power and agile handling
- Feels secure with the stability delivered by Symmetrical AWD (All-Wheel drive)
- Quality feel