



## FHI Announces Production and Retail Sales Plans for CY2014

Tokyo, January 15, 2014 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced its annual production and retail sales plans for calendar year 2014.

### 1. Production

(Units in Thousands)

	2013 Result	'13 vs '12	2014 Plan	'14 vs '13
Japan Production	639	+12%	<b>674</b>	+5%
Overseas Production <sup>*1</sup>	169	(8%)	<b>191</b>	+13%
<b>Global Production</b>	809	+7%	<b>865</b>	+7%

\*1: Excludes CKD production in Malaysia

#### < Japan Production >

Incorporating May launch of the new Levorg sport wagon in Japan as well as expected growth of the Forester which is in high demand worldwide, Japan production is projected to be 674,000 units to post an all-time record for the 2nd consecutive year.

#### < Overseas Production >

As the Outback and Legacy deliveries are expected to increase, overseas production is projected to be 191,000 units to reach an all-time high surpassing the previous record established in 2012.

#### < Global Production >

Global production is projected to be 865,000 units which will be an all-time record for the 3rd consecutive year.

### 2. Retail Sales

(Units in Thousands)

	2013 Result	'13 vs '12	2014 Plan	'14 vs '13
Japan Sales <sup>*2</sup>	181	+2%	<b>185</b>	+2%
Passenger Cars <sup>*3</sup>	126	+17%	<b>129</b>	+2%
Overseas Sales	649	+23%	<b>695</b>	+7%
U.S.	425	+26%	<b>460</b>	+8%
China	56	+28%	<b>65</b>	+16%
<b>Global Sales</b>	830	+17%	<b>880</b>	+6%

\*2: Includes OEM vehicles

\*3: Passenger cars excluding mini vehicles

#### < Japan Sales >

In prospect of an expected increase by May launch of the new Levorg sport wagon, Japan sales are projected to be 185,000 units.

#### < Overseas Sales >

As Subaru sales are expected to grow in all of its major markets including the U.S. and China, overseas sales are projected to reach 695,000 units to set an all-time record for the 3rd consecutive year.

#### < Global Sales >

Global sales target is 880,000 units which will be an all-time record for the 3rd consecutive year.