



## Subaru Invests in U.S.-based Venture Fund WiL Ventures III, L.P.

Tokyo, June 7, 2022 – Subaru Corporation has announced its investment in WiL Ventures III, L.P. (“WiL Ventures III”), a venture investment fund operated by WiL, LLC (“WiL”), a venture capital based in Silicon Valley, the U.S.

WiL is a fund management company established in 2013. With its profound experience in investing in startups and its expertise in IoT, AI, and other advanced technologies and services, WiL creates new businesses with major Japanese companies and supports the development of human resources required for promoting innovation.

WiL Ventures III, operated by WiL, is a venture investment fund in which major Japanese companies invest with the goal of achieving innovation. The fund mainly invests in fields related to DX (digital transformation) and sustainability.

With its business model centered on differentiation, Subaru aims to be a brand like no other and to become a company that delivers happiness to all.

The investment in WiL Ventures III will allow Subaru to leverage the expertise that WiL has in creating new businesses and developing human resources.

By using WiL’s Silicon Valley base as Subaru’s business innovation hub, Subaru will further enhance its efforts to create new value in this age of innovation with an even greater focus on delivering the “Subaru difference” for its customers.

### **Overview of WiL, LLC**

Company name: WiL, LLC

Headquarters: 102 University Ave Suite 1A, Palo Alto CA 94301, USA

Established: August 2013

Business: Venture capital

Representative: Gen Isayama, General Partner and CEO

Company website: <https://wilab.com/>

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