

Subaru Provides “Subaru Lifesaver Cars” and Other Support to Japan Lifesaving Association as Official Partner

Tokyo, July 25, 2023 – Subaru Corporation has again this year provided its "Subaru Lifesaver Cars" through Subaru dealers to the Japan Lifesaving Association (headquartered in Minato-ku, Tokyo; President: Takuya Iritani; hereinafter referred to as "JLA") to support the organization in achieving its goal of "zero seashore water accidents" as its official partner.



Subaru, with the goal of “zero fatal road accidents in 2030*¹,” shares the JLA’s desire to achieve “zero seashore water accidents,” and has been providing its Subaru Lifesaver Cars as vehicles to assist lifesavers in their monitoring and rescue activities since 2020.

As an official partner of the JLA, Subaru has increased the number of vehicles it provides this year, providing a total of 32 Subaru vehicles, including Forester and other models, to the JLA and 29 prefectural lifesaving organizations across Japan through 25 nationwide Subaru dealers*².

The Subaru Lifesaver Cars are used for community patrols, safety education, and beach patrols, etc., and all vehicles are equipped with compact and lightweight automated external defibrillation (AED) devices*³ to help save lives. To broaden the scope of activities, Subaru also co-sponsors supporter training sessions (such as BLS*⁴ education experiences) conducted by JLA instructors to disseminate knowledge and skills in areas such as cardiopulmonary resuscitation (CPR) and AED operation.

With its DNA as an aircraft manufacturer, Subaru places the highest priority on "Safety (Protection of Life)" through "People-Centered Monozukuri (Manufacturing)".

With "Enjoyment and Peace of Mind" as its value statement, Subaru aims to deliver happiness to people, society and even the earth by enriching people's hearts and lives through its products that pursue the Subaru Difference, such as safety and driving performance, while always staying close to customers, communities and society. Subaru will continue to promote cooperation with the JLA and a variety of other initiatives with the goal of protecting life.

- 1: Zero fatal road accidents among occupants of Subaru vehicles and people involved in collisions with Subaru vehicles, including pedestrians and cyclists.
- 2: Hokkaido Subaru Co., Ltd., Iwate Subaru Inc., Miyagi Subaru Inc., Yamagata Subaru Inc., Fukushima Subaru Inc., Niigata Subaru Inc., Hokuriku Subaru Inc., Kanagawa Subaru Co., Ltd., Chiba Subaru Inc., Tokyo Subaru Inc., Shizuoka Subaru Motor Co., Ltd., Nagoya Subaru Motors Inc., Osaka Subaru Inc., Kyoto Subaru Inc., Hyogo Subaru Inc., Hiroshima Subaru Inc., Sanin Subaru Inc., Okayama Subaru Inc., Yamaguchi Subaru Inc., Higashi Shikoku Subaru Inc., Fukuoka Subaru, Nishi Kyushu Subaru, Oita Subaru, Minami Kyushu Subaru, Okinawa Subaru
- 3: AED installation in all provided vehicles used between June 30 and August 31, 2023.
- 4: Basic Life Support, or BLS, generally refers to the type of care provided by first responders, healthcare providers, and public safety professionals to anyone experiencing cardiac arrest, respiratory distress, or an obstructed airway.

###