

Subaru Announces the Start of the “Cherishing Every Life Project” Subaru Solterra to be provided to Nasu Heisei-no-mori Forest at Nikko National Park

Tokyo, October 25, 2023 – Subaru Corporation starts “Cherishing Every Life Project”, an initiative to expand the circle of empathy and living in harmony through contributions to society.

With our background of having an aircraft making DNA, Subaru places the highest priority on safety in “People-Centered Monozukuri (Manufacturing)” and holds “Protection of Life” to be important. Based on the idea of “Protection of Life” as the core of activities, Subaru will engage in the “Cherishing Every Life Project” as an initiative to be carried out together with customers, dealers, Subaru and local residents. “Human life” is irreplaceable and “natural life” takes care of rich forests and wildlife. We will continue to support those who are working to “protect and pass those on to a future full of smiles”.

Up to now, Subaru has been supporting the Japan Lifesaving Association, which aims for “zero seashore water accidents”, and the Shiretoko Nature Foundation, which works to protect the natural environment of the World Heritage Site Shiretoko and pass it on to future generations in a better way.

To further step, Subaru has concluded a new partnership agreement with the Natural Parks Foundation (located in Kanda-Jimbocho, Chiyoda-ku, Tokyo). As the first step of the partnership, Subaru will provide Solterra, the first global battery electric vehicle, to support the activities of interpreters*1 at the Nasu Heisei-no-Mori Forest at Nikko National Park (located in Nasu Town, Nasu-gun, Tochigi Prefecture). In addition to being used for various activities held at Nasu Heisei-no-Mori Forest, the cars will also be used for extracurricular classes and other activities such as exhibits at local events in and around Nasu Town.

Subaru is also planning to hold events at the Nasu Heisei-no-Mori Forest in 2024 for customers to enjoy nature.

*1: Experts who act as intermediaries between nature and people and provide nature commentary



Nasu Heisei-no-mori Forest at Nikko National Park
(Scene of activities by the interpreters)



Nasu Heisei-no-mori Forest patrol car
(Solterra, image)

To pursue the goal of “Delivering Happiness to All”, the Subaru Group has established Six Priority Areas for CSR: People-oriented Car Culture; Resonance and Coexistence; Peace of Mind; Diversity; Environment; and Compliance, and Subaru will promote sustainability on a Group-wide and global basis under the Subaru Global Sustainability Policy. Subaru will continue to pursue sustainable growth as a truly global company, while contributing to the realization of an enjoyable and sustainable society.

For further details, please see the official Subaru website.

<Sustainability of Subaru group><https://www.subaru.co.jp/en/csr/>

[Reference] Website of Nasu Heisei-no-mori Forest at Nikko National Park (<https://nasuheisei-f.jp/enfc/>)