

Subaru Provides Lifesaver Cars in 31 Prefectures across Japan -“Cherishing Every Life Project” Supports the “Zero Water Accidents” Initiative in Collaboration with the Japan Lifesaving Association-

Tokyo, July 11, 2025 – Subaru Corporation continues its support for the Japan Lifesaving Association (JLA; Headquarters: Minato-ku, Tokyo; President: Takuya Iritani) through the “Cherishing Every Life Project”^{*1}, which aims to achieve “Zero Water Accidents.” In 2025, Subaru provided a total of 39 vehicles, including the Crosstrek and other models, as “Subaru Lifesaver Cars” to lifesaving associations in 31 prefectures across Japan in collaboration with Subaru dealerships^{*2}.



Crosstrek provided as Subaru Lifesaver Cars

Subaru Lifesaver Cars are used for community patrols, safety education, and beach patrols, and all vehicles are equipped with compact, lightweight automated external defibrillators (AEDs)^{*3} to help save lives. Since 2020, Subaru has been providing these vehicles every summer as an official partner of the JLA. Now in its sixth year, the initiative has provided more than 150 Subaru vehicles.

In addition to providing vehicles, Subaru works closely with its nationwide dealership network to advance initiatives that help protect lives. Subaru dealerships across Japan and regional lifesaving associations are expanding their efforts by co-hosting educational sessions with JLA instructors to promote essential lifesaving knowledge and skills, such as CPR^{*4} and AED operation.

Subaru also supports the Zero Water Accidents Week, a safety awareness initiative organized by the JLA from July 11 to 25, 2025, which aims to enhance water safety and promote drowning prevention in connection with World Drowning Prevention Day (July 25)^{*5}.

To achieve the goal of “Delivering Happiness to All,” the Subaru Group is promoting sustainability on a Group-wide, global basis under its Subaru Global Sustainability Policy.

Subaru will continue to pursue sustainable growth as a truly global company, while helping to create a more enjoyable and sustainable society.

- Subaru Group Sustainability & CSR

<https://www.subaru.co.jp/en/csr/>

- Japan Lifesaving Association website

<https://jla-lifesaving.or.jp/en/>

- 2025 Water Safety campaign (Japanese only)

<https://ls.jla-lifesaving.or.jp/news-accident-prevention/20250613-21669/>

*1: Together with authorized dealerships, Subaru is working to expand the circle of empathy and harmony by contributing to society through the Cherishing Every Life Project. With aircraft manufacturing in its DNA, Subaru practices “people-centered monozukuri,” placing the highest priority on safety and protecting lives. This project seeks to build on the company’s philosophy through initiatives that engage customers and local communities.

- Cherishing Every Life Project (Japanese only)

<https://www.subaru.jp/project/hitotsunoinochi/>

*2: 18 Subaru dealerships: Hokkaido Subaru, Subaru Tohoku, Niigata Subaru, Hokuriku Subaru, Kanagawa Subaru, Chiba Subaru, Tokyo Subaru, Shizuoka Subaru, Nagoya Subaru, Osaka Subaru, Kyoto Subaru, Hyogo Subaru, Subaru Chushikoku, Fukuoka Subaru, Nishi Kyushu Subaru, Oita Subaru, Minami Kyushu Subaru, Okinawa Subaru

*3: All vehicles provided for use between June 28 and September 2, 2025, are equipped with AEDs.

*4: Cardiopulmonary Resuscitation

*5: World Drowning Prevention Day, designated by a United Nations General Assembly resolution, is observed annually on July 25 to commemorate those who have lost their lives to drowning and to raise global awareness that such tragedies are preventable. In connection with this day, JLA conducts awareness activities during its Zero Water Accidents Week in July to promote drowning prevention.

For more details, please visit the JLA website (Japanese only): <https://jla-lifesaving.or.jp/watersafety/world-drowning-prevention-day/>

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