

Outline of Subaru's Japan Mobility Show 2025 Exhibit -Showcasing distinctive models that embody Subaru's brand strategy-

Tokyo, October 15, 2025 - Subaru Corporation today announced its exhibit outline for the Japan Mobility Show 2025 (press days: October 29-30, public days: October 31-November 9).



Subaru booth rendering

The exhibition concept is “Driving the Subaru Difference.” Guided by our philosophy of human-centered manufacturing, Subaru has long been committed to continuously refining our technologies and products to deliver “Enjoyment and Peace of Mind,” always staying close to our customers’ lives. To continue being a “Different” brand for our customers, Subaru will further build on this foundation of “Enjoyment and Peace of Mind” to elevate two experiential worlds: the Performance Scene, which expresses the enjoyment of driving, and the Adventure Scene, which conveys the exhilaration of embarking on an adventure. Through these two worlds, we aim to deepen the bonds and emotional connection with our customers.

The booth at this year’s Japan Mobility Show will feature the area showcasing the Performance Scene for the world premiere of two STI concept models, and the area showcasing the Adventure Scene with highly distinctive Wilderness models, highlighting the unique appeal of the Subaru brand.

Subaru Corporation President Atsushi Osaki will take the stage for a press conference at the Subaru booth (East Exhibition Hall 5) on October 29th at 12:30 PM(JST).

The speech will be delivered in Japanese, with no simultaneous translation available at the Subaru booth. English subtitles are provided on the live stream on Subaru On-Tube. The video, including subtitles, will remain accessible for later viewing.

The live stream can be accessed on Subaru On-Tube at:

<https://www.youtube.com/user/SUBARUOnTube>

(English subtitles available during and after live streaming)

<Subaru's Japan Mobility Show 2025 website>

<https://www.subaru.jp/jms>

< Subaru models to be exhibited at Japan Mobility Show 2025 >

Performance Scene	
Performance-E STI concept	World Premiere
Performance-B STI concept	World Premiere
Adventure Scene	
Trailseeker prototype	Japan Premiere
Forester Wilderness prototype	Reference exhibit
Outback Wilderness prototype	Reference exhibit
1983 Subaru GL Family Huckster	Reference exhibit

< Exhibit outline >

◆Performance-E STI concept



Performance-E STI concept

A battery electric vehicle (BEV) concept model that represents the future of the Performance Scene, spearheading Subaru's new generation. Combines thrilling aesthetic proportions with outstanding aerodynamics and practicality, with a design that evokes the brand's heritage while providing a driver-friendly layout and a comfortable, spacious interior. By incorporating various innovative technologies, this concept model offers intuitive, exhilarating driving experiences.

◆Performance-B STI concept



Performance-B STI concept

A concept model representing Subaru's Performance Scene, with an internal combustion engine (ICE) base. The design achieves a balance of advanced performance and power with practicality. By flexibly incorporating the assets Subaru has honed over many years, including a horizontally-opposed engine and Symmetrical All-Wheel Drive, this model expands the range of options that deliver the Subaru difference, offering more customers the chance to experience the joy of driving.

◆Trailseeker prototype



Trailseeker prototype

The Japan premiere of the all-new Trailseeker, the second model in Subaru's global battery electric vehicle (BEV) lineup, which brilliantly combines the precise driving control unique to BEVs with the practicality of a crossover utility vehicle. Ideal for both everyday outings and extraordinary journeys, the Trailseeker is a perfect partner for those seeking new, active lifestyles.

◆Forester Wilderness prototype



Forester Wilderness prototype

Based on the Forester, this model features specially designed front and rear bumpers, expanded wheel arch cladding, and exclusive LED fog lamps. The Wilderness prototype builds on the Forester's value as a traditional SUV by adding new elements—including a tough, rugged design and enhanced off-road capability and functionality—that give the model a distinctive character.

◆Outback Wilderness prototype



Outback Wilderness prototype

Based on the Outback, the Wilderness prototype inherits the Outback's design concept of "accompanying customers diverse lifestyles, in harmony with nature," while further enhancing off-road capability and functionality for tackling the great outdoors, taking the model's tough and rugged character to a new level.

◆1983 Subaru GL Family Huckster



Photo: Michael Shaffer / Subaru of America

1983 Subaru GL Family Huckster

A model revived by Subaru of America's^{*1} motorsports division, based on the 1983 Subaru GL Wagon^{*2}, incorporating the latest technology to create a machine that channels Subaru's DNA in its appearance while delivering unparalleled performance. With this model, we showcase the excitement sparked by Subaru's new unique value, created through the integration of the latest culture in a timeless way.

^{*1}: Subaru of America, Inc. (Subaru's United States distributor, based in Camden, New Jersey)

^{*2}: Leone Touring Wagon, second generation (Japan model)

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