

Subaru Collaborates with Japan National Tourism Organization

- A short film featuring Subaru's iconic sites including the new STI Gallery -

Tokyo, October 16, 2019 – Subaru Corporation has announced that it agrees to the cause of “Enjoy my Japan” global campaign (<https://www.enjoymyjapan.jp/en/>) promoted by Japan National Tourism Organization (JNTO)^{*1} and jointly developed a short movie introducing Subaru related facilities and tourist spots located in Tokyo and Gunma, where Subaru has business bases, for international tourists from overseas.

Mainly targeting travelers from Europe, North America, and Australia who frequently travel abroad but never consider Japan as their destination, JNTO's “Enjoy my Japan” campaign proposes various ways to enjoy Japan for visitors with a wide variety of interests so each visitor can fulfill their own passion. As a part of the global campaign, the movie developed by Subaru and JNTO is mainly targeting Subaru enthusiasts who live outside of Japan and aiming to inspire their desire to visit Japan by showing the aspects of Japan appealing to the group.

Featuring Mr. Robert Champion, a Subaru enthusiast and the Event Director of SubieEvents, LLC that hosts large Subaru enthusiasts' gatherings in the United States, the movie shows his very first trip to Japan. Mr. Champion has explored Tokyo and Gunma with a WRX STI in WR Blue exterior color. Under the theme of “#myjapanblue”, the movie projects his excitements from his first visits to several Subaru facilities including recently expanded STI Gallery in Mitaka, Tokyo, as well as encounters with things in ‘blue’ which has been the color symbolically used in Subaru's motorsport activities.

The movie can now be viewed on Subaru's official YouTube channel “SUBARU On-Tube” (<https://youtu.be/24lcdxGiS9k>) and will be posted to Subaru and JNTO's SNS accounts to reach out audiences worldwide.

*1: JNTO: Japan's national organization encouraging international tourists from all over the world to visit Japan.



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