

Global Sales of EyeSight-equipped Subaru Vehicles Reach 1 Million

Tokyo, December 14, 2016 - Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced that cumulative global sales of Subaru models equipped with its EyeSight driver assist system surpassed one million units in November this year. The one-million mark was reached after eight years and seven months since the system was first launched in Japan in May 2008.

EyeSight achieved a world first in using solely stereo camera technology to provide a driver assist system incorporating features such as adaptive cruise control and pre-collision braking that detects not only cars, but also pedestrians, cyclists, and motorcyclists in the vehicle's path.

A survey by FHI based on data* from Japan's Institute for Traffic Accident Research and Data Analysis reveals that, in Japan, Subaru vehicles equipped with the EyeSight system had 61% fewer accidents resulting in injury or death per 10,000 vehicles than those without it. Excluding pedestrians and focusing only on accidents between vehicles, the figures show that Subaru vehicles with EyeSight had 84% fewer rear-end collisions.

EyeSight-equipped Subaru models are currently sold in Japan, U.S., Canada, Australia, New Zealand, Europe and China, and will continue to be rolled out to other global markets.

The preventive safety performance of the EyeSight system has been highly rated by third-party testing bodies around the world.

In the U.S., the Insurance Institute for Highway Safety (IIHS) has awarded all models equipped with EyeSight the highest possible "Superior" rating in its 2017 front crash prevention tests.

In Japan, EyeSight-equipped models tested in the Japan New Car Assessment Program (JNCAP) preventive safety performance assessment have all received the highest possible rating.

Other testing bodies have also rated the system highly, including the European New Car Assessment Programme (Euro NCAP), which awarded all of Subaru vehicles equipped with EyeSight the highest possible five-star overall rating in its safety assessment.

Subaru will continue to enhance its primary, active, passive, and pre-collision safety technologies under its "all-around safety" principle, which underpins an "enjoyment and peace of mind" driving experience for all drivers and passengers.

* Subaru vehicle sales in Japan during April 2010 - March 2015



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