

Subaru to Make Donation for Environmental Activities in Gunma, Japan

Tokyo, March 28, 2017 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced donation of 100 million yen to the Project for a Rich Future Environment for Gunma, which Gunma Prefecture in Japan plans to launch from the beginning of fiscal 2017. The donation will be made through the regional revitalization tax system (corporate version of “hometown taxation”) established in April 2016.

The regional revitalization tax system (corporate version of “hometown taxation”) is a system of taxation that started in April 2016 to encourage companies to support regional revitalization, in which tax breaks are provided for companies that make donations to regional revitalization projects conducted by local authorities.

The aim of the Project for a Rich Future Environment for Gunma, which has received approval from the Cabinet Office as a project applicable to the regional revitalization tax system, is to provide environmental education and improve the environment of Oze National Park in Gunma. Since this is linked to the kind of environmental support on which FHI places the highest priority in its social contribution activities, the company has decided to make use of the regional revitalization tax system for this purpose.

In its zero-landfill factories in Gunma, FHI manufactures Subaru vehicles for customers in Japan and over 90 overseas markets worldwide.

Fully recognizing that global environmental issues constitute one of the most important challenges of corporate management, the company aims to be a corporation that fulfills its social responsibility towards the realization of a sustainable society. Based on its management philosophy of becoming a “compelling company with a strong market presence,” FHI will continue to contribute to the creation of a better society and environment and strive for the realization of a sustainable society, while providing Subaru’s distinctive value of “enjoyment and peace of mind.”



Oze National Park in Gunma, Japan



Environmental education by Oze School