



Subaru Announces Organizational and Management Changes (Effective April 1, 2017)

Tokyo, April 3, 2017 – Subaru Corporation announced the following organizational and management changes which took effect on April 1, 2017.

1. Organizational Changes (Effective April 1, 2017)

[Overseas Sales & Marketing Div. 2]

Certain departments were reorganized with the aims of improving the efficiency of the decision-making process within the division, enhancing efforts to pursue mid-term tasks by sharing tasks between markets, and boosting the efficiency of business operations.

< Establishment of Sales & Marketing Dept. 1 >

The Europe Sales & Marketing Dept., the CIS, Middle East & Africa Sales & Marketing Dept., and the Pacific & Latin America Sales & Marketing Dept. were merged to form a new department called Sales & Marketing Dept. 1.

< Establishment of Sales & Marketing Dept. 2 >

The sales and marketing team of the Asia Business Dept. was merged with the China Business Dept. to form a new department called Sales & Marketing Dept. 2.

< Establishment of Asia CKD Business Dept. >

The CKD business team was separated from the Asia Business Dept. to form a new department called the Asia CKD Business Dept., in order to enhance efforts to pursue mid-term tasks in the CKD business.

[Customer Service Div.]

< Establishment of Customer Support Dept. >

The Service Support Dept. was established with the aim of ensuring that recalls and other such market measures are handled uniformly and efficiently through a global approach, as opposed to the former approach by which such measures were handled separately for each market.

< Name Change to Service Planning Dept. >

The name of the Customer Center Planning Dept. was changed to the Service Planning Dept., due to the change of division name accompanying the change in the name of the company.

[Parts & Accessories Div.]

< Name Change to Accessories Planning Dept. >

The name of the Accessories Development Dept. was changed to the Accessories Planning Dept. in order to ensure that the name is consistent with the department's function.

< Name Change to Parts Distribution Center >

The name of the Subaru Parts Distribution Center was changed to the Parts Distribution Center, due to the change in the name of the company.

[Purchasing Div.]

< Establishment of Supplier Quality Improvement Promotion Dept. >

The Supplier Quality Improvement Promotion Dept. was established to enhance initiatives to promote improvements in the design/production processes of Subaru suppliers, with the aim of improving the quality of procured parts.

[Aerospace Company]

< Establishment of Engineering & Development Center >

Previously, each department of engineering and development functions was under the direct control of the Company President. In order to improve efficiency, the Engineering & Development Center was established and is managed at vice-president level.

Departments under the Engineering & Development Center :

Engineering Research & Laboratories Dept., System Design Dept., UAV Systems Design Dept., Rotary Wing Aircraft Design Dept., New Utility Helicopter Engineering Dept.

< Establishment of

Fixed Wing Aircraft Design Dept., UAV Systems Design Dept., and Rotary Wing Aircraft Design Dept. >

The Aircraft Design Department will be divided according to technical field, creating the following new departments: the Fixed Wing Aircraft Design Dept., the UAV Systems Design Dept., and the Rotary Wing Aircraft Design Dept. These departments belong to the Engineering & Development Center.

2. Changes in Areas of Responsibility for

Corporate Senior Vice President and Corporate Vice President (Effective April 1, 2017)

Name	New	Former
Katsuyuki Mizuma Corporate Senior Vice President	-Overseas Sales & Marketing Div. 2	-Overseas Sales & Marketing Div. 2
	Chief General Manager of Overseas Sales & Marketing Div. 2 and General Manager of Overseas Business Planning Dept.	Chief General Manager of Overseas Sales & Marketing Div. 2
Yasuhiro Hamanaka Corporate Vice President	-Aerospace Company	-Aerospace Company
	Company Vice President of Aerospace Company General Manager of Production Planning Dept. and Kisarazu Maintenance Dept.	Company Vice President of Aerospace Company and General manager of Material Dept.