

Subaru to open “SUBARU Lab” AI development base in Shibuya, Tokyo

Tokyo, November 18, 2020 – Subaru Corporation has announced it will open an AI development base called “SUBARU Lab” in the “H1O Shibuya 3-chome” quality small office space developed by Nomura Real Estate Development Co., Ltd.*1

SUBARU Lab is scheduled to open in December 2020.

Toward achieving a target of zero fatal road accidents*2 in 2030, Subaru is working in research and development for further safety enhancement by integrating AI judgement capabilities into its “EyeSight” driver assist system. Having an office in Shibuya, which is evolving in recent redevelopment as an area for IT companies, will enable smooth and proper hiring of human resources needed for AI development and partnership with IT related companies, aiming for development with a greater sense of speed than before.

While the ideal state of offices is in question amid the Covid-19 pandemic, Subaru Lab offers an environment where engineers, who are expected to combine remote and in-office work, can concentrate on their work. It is a workplace designed to support better communications between workers while preventing the three Cs (Closed spaces, Crowds, and Close contact).

*1. Nomura Real Estate Development Co., Ltd.

Head office: Shinjuku, Tokyo / President and Representative Director: Seiichi Miyajima

*2. Zero fatal road accidents among occupants of Subaru vehicles and people involved in collisions with Subaru vehicles, including pedestrians and cyclists

- Recruitment page for human resources to work at “SUBARU Lab”:

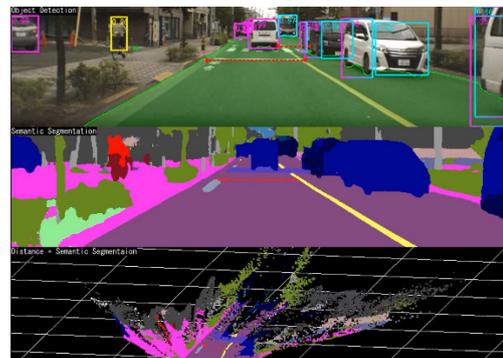
<https://recruiting-site.jp/s/subaru-lab/>

- “H1O Shibuya 3-chome” official website:

<https://h1o-web.com/>



H1O Shibuya 3-chome shared lounge
(for illustrative purpose)



Integration of AI into EyeSight technology
(for illustrative purpose)