

FHI Announces Organizational and Management Changes (Effective April 1, 2016)

Tokyo, April 1, 2016 - Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced the following organizational and management changes.

1. Organizational Change (Effective April 1, 2016)

< Subaru Engineering Div. 2 >

To reflect the Company's vehicle electrification efforts, the following departments are renamed:

- HEV Design Dept. is renamed to Electrified Power Unit Design Dept.
- HEV Research & Experiment Dept. is renamed to Electrified Power Unit Research & Experiment Dept.

2. Responsibility Changes: Corporate Vice Presidents (Effective April 1, 2016)

Name	Newly-announced responsibility	Previously-announced responsibility *
Hiroki Kurihara Corporate Vice President	-Subaru Customer Center -Subaru Parts & Accessories Div.	-Subaru Customer Center -Subaru Parts & Accessories Div.
	Chief General Manager of Subaru Customer Center and Subaru Parts & Accessories Div.	Chief General Manager of Subaru Customer Center, General Manager of Customer Center Planning Dept., and Chief General Manager of Subaru Parts & Accessories Div.
Fumiaki Hayata Corporate Vice President	-Subaru Overseas Sales & Marketing Div. 1 Senior General Manager of Subaru Overseas Sales & Marketing Div. 1 and General Manager of North America Sales & Marketing Dept.	-Subaru Overseas Sales & Marketing Div. 1 Senior General Manager of Subaru Overseas Sales & Marketing Div. 1, General Manager of North America Sales & Marketing Dept. and General Manager of North America Business Planning Dept.
	-Subaru Quality Assurance Div. Senior General Manager of Subaru Quality Assurance Div.	- Subaru Quality Assurance Div. Senior General Manager of Subaru Quality Assurance Div. and General Manager of Quality Assurance Administration Dept.
Tatsuro Kobayashi Corporate Vice President	-Subaru Purchasing Div. Chief General Manager of Subaru Purchasing Div.	-Subaru Purchasing Div. Chief General Manager of Subaru Purchasing Div., General Manager of Purchasing Planning Dept., and General Manager of Subaru Cost Planning & Management Div.

* Announced on March 3, 2016

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