

Subaru Unveils “STI Performance Concept” at 2015 New York International Auto Show

Tokyo, April 2, 2015 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, has unveiled the “STI Performance Concept” at the 2015 New York International Auto Show.

The “STI Performance Concept” signifies a plan for the US-expansion of Subaru Tecnica International Inc. (STI)^{*1} in its three core business areas; aftermarket parts, complete cars and motorsports.

Featuring STI technologies and components including STI suspension and brake enhancements as well as other exterior and interior upgrades, the concept car showcases STI's key business areas of aftermarket performance parts and complete cars.

To signify STI's commitment to motorsports, it employs the STI-tuned EJ20 horizontally-opposed 2.0-liter four-cylinder turbo racing engine currently used for the Subaru GT race in Japan.



STI Performance Concept

In May 2014, FHI announced its new mid-term management vision, "Prominence 2020" in the aim of sustainable growth of the company. Under this vision, FHI set a corporate vision for 2020 of being a high-quality company that is not big in size but has distinctive strengths. To achieve this goal, the company has set out to focus on two activities - "enhancing the Subaru brand" and "building a strong business structure" - through which it will further pursue added-value business and increase tolerance for changes in the business environment.

As part of the key initiatives to build a strong business structure, FHI developed a plan to enhance the STI brand in its product strategy. The presentation of the “STI Performance Concept” at the New York International Auto Show marks the beginning of materialization of this initiative.

Future activities will include expansion of the STI-brand aftermarket parts as well as introduction of complete STI-tuned cars in the US, Subaru's largest market. In the motorsports area, STI will increase its engineering presence in Subaru of America's^{*2} Global Rallycross^{*3} team.

Under our management philosophy of aiming to be a compelling company with a strong market presence built upon its customer-first principle, FHI will continue to offer our customers “Enjoyment and Peace of Mind” in our pursuit of engineering excellence and our further enhancement of the distinctive appeal of the Subaru brand.

*1: Subaru Tecnica International Inc. (STI): Located in Mitaka, Tokyo, the company manages motorsport activities of Subaru.

*2: Subaru of America, Inc. (SOA): A wholly owned subsidiary of FHI. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru vehicles in the US.

*3: Global Rallycross will feature a 12-race schedule for the 2015 season.