

Cumulative Sales of Subaru's EyeSight-Equipped Models Top 300,000 in Japan

Tokyo, April 20, 2015 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, is pleased to announce that cumulative sales of Subaru models equipped with EyeSight advanced driver assist system surpassed 300,000 units^{*1} in Japan at the end of March 2015.

EyeSight's pre-collision braking control works to avoid or limit frontal impact by detecting other vehicles, pedestrians and cyclists and slowing or stopping the car^{*2} when necessary. Its another key feature, the adaptive cruise control, not only maintains a set distance behind the vehicle in front, but also controls braking if the preceding vehicle stops, which contributes to a pleasant driving experience by reducing driver load in situations such as peak traffic.

EyeSight, which is the world's first system to solely use stereo camera technology to offer those driver assist features, has been acclaimed by Subaru customers since its launch in May 2008, and EyeSight-equipped models accounted for 85% of sales^{*3} in Japan for the fiscal year ended March 31, 2015.

EyeSight technology has also been highly rated by an independent agency: the top rating of Advanced Safety Vehicle-Plus (ASV+) has been awarded to all the EyeSight-equipped vehicles evaluated under the Japan New Car Assessment Program's preventive safety performance assessment, which has been conducted since October 2014 by the Ministry of Land, Infrastructure, Transport and Tourism and the National Agency for Automotive Safety and Victims' Aid.

FHI is committed to offering its customers Subaru's distinctive "enjoyment and peace of mind" driving experience through the Subaru brand statement of "Confidence in Motion." Subaru will continue to enhance its primary, active, passive, and pre-crash safety technologies under its "all-around safety" principle, which underpins enjoyment and peace of mind for all drivers and passengers.

^{*1}: 308,333 units as of March 31, 2015.

^{*2}: This system may not operate as expected depending on various factors including road, weather, and vehicle conditions.

^{*3}: Ratio relative to cumulative sales of EyeSight-available vehicles for the period of April 2014 to March 2015.



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