

Subaru Story

Subaru Vehicle Manufacturing that Breathes Life into “Enjoyment and Peace of Mind”

**Enjoyment and peace of mind to everyone:
The unchanging concept built into Subaru vehicles**





Peace of Mind

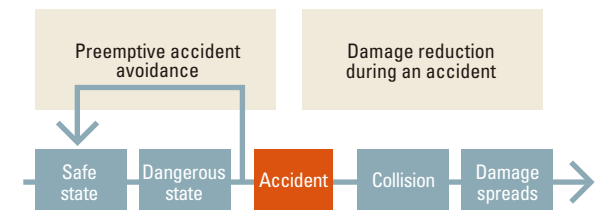
Subaru has continued to research safety performance for over half a century since the introduction of the "Subaru 360."

One of the most important factors that have formed the identity of Subaru that was founded as an airplane manufacturer is a high level of safety performance. For example, the Subaru 360 was the first to make it possible for four adults to fit comfortably in a mass production mini vehicles in 1958. The first ever monocoque body in Japan built by airplane manufacturing know how made spacious space and high strength a reality. Furthermore, at a time when the concept of crash safety was not common knowledge, since 1965, about 30 years before safety standard for frontal collisions started to be applied, we have run repeated tests and succeeded in developing a lightweight high-rigidity body. Also, in terms of the horizontally-opposed engine, based on data obtained in experiments, structures that are less susceptible to engine intrusion into the cabin during frontal collision were realized and shock absorbing space was secured when a pedestrian hit the hood of the vehicle, etc. were some of the innovations that have been highly rated.

And now, Subaru will continue to pursue advances in safety

performance from four angles, "Primary Safety" that is incorporated in the basic design so that the driver is not easily fatigued and can concentrate on driving with peace of mind, "Active Safety" with low center of gravity design and AWD to be able to drive in a wide variety of weather and road surface conditions, "Pre-Collision Safety" represented by EyeSight that detects danger and avoids the damage of a collision, and "Passive Safety" to protect people from the shocks in the event of a collision.

Subaru's Safety Concept





Enjoyment

The driving performance of Subaru. It is at this origin that we find “Human Centered Automobile Manufacturing”

Enjoyment of the automobile. At the center of this is the excellence of driving performance for the driver to be able to operate intuitively. The joy of that motion that is felt at the moment you step on the accelerator pedal. A car for which speed, sound, vibration and everything exists to satisfy the senses of the driver. At the core of this kind of ultimate packaging is Subaru’s proprietary “Horizontally-opposed (boxer) engine.” The advantages of superiority in rotational balance, having low vibration, being lightweight, compact and having a low center of gravity, it realizes superior handling performance with high driving stability. In the same way, Subaru’s proprietary “Symmetrical

All-Wheel Drive,” realizes a high level of maneuverability such as the superior stability that AWD is supposed to have, superior weight balance and run-through performance regardless of the road surface, etc. It will arouse the joy of driving.

Subaru also does not stop with keeping the automobile as simply a means of transport and delivers to every single customer a richer daily life as we believe that we would like to be a partner accompanying people through their lives. The enjoyment of life is as unlimited as there are human beings. Subaru will continue to meet and exceed the expectations of customers by “Human Centered Automobile Manufacturing” going forward.

Prominence 2020

In the aim of having a “prominent presence” in customers’ minds, we pursue our corporate vision to become “a high-quality company that is not big in size but has distinctive strength” by focusing on two initiatives — enhancing the Subaru brand and building a strong business structure.



Enhancing the Subaru Brand

Building a Strong Business Structure

Vision for 2020

Corporate Vision
High-quality company that is not big in size but has distinctive strength

Specific Goals

- No.1 for customer trust
- Brand strength
- Industry-leading high profitability
- Global sales of 1.2 million-plus vehicles