



Further commitment to delivering
"Enjoyment and Peace of Mind"
to our customers

President & CEO
Chairman of the CSR Committee
Yasuyuki Yoshinaga

Practicing CSR throughout our business activities

The Fuji Heavy Industries Group's mission is to contribute to the sustainable development of society through its business activities.

Further, in our Motion-V Mid-Term Management Plan (covering the five years to FY2016) we are committed to becoming "a company that offers products and services contributing solutions to social issues" and "a company that values its relationship with a range of stakeholders." To accomplish this objective it is vital that all departments make concerted efforts to respond to the assessments of society and meet expectations.

Accordingly, in FY2013 we overhauled the organizational structure of our CSR activities (CSR in eight categories*1) to include not only those departments in contact with customers but management departments as well.

Building cars that are chosen for safety

FY2013 saw SUBARU become the only automaker to have all models in its North American lineup receive a "Top Safety Pick" award from the Insurance Institute for Highway Safety (IIHS) in the US.*2

In addition, domestic sales of vehicles equipped with our EyeSight driving assist system, favorably viewed as collision-free vehicles, totaled over 100,000 units by the end of March 2013.

We are extremely proud to have our efforts to further enhance peace of mind for our customers so highly evaluated.

Introducing cars that combine environmental performance with driving enjoyment

In June 2013 we launched the company's first hybrid vehicle, the SUBARU XV HYBRID. Equipped with a hybrid system that combines a range of SUBARU technologies, the SUBARU XV HYBRID provides one solution to the societal issues of safety and the environment, issues that are our responsibility to solve as a manufacturer of transport machines. In addition to exceptional environmental performance with minimal impact on nature, the XV HYBRID delivers driving pleasure distinguished by powerful acceleration from low speeds, providing the inimitable SUBARU drive for the age of the electric vehicle.

Reducing environmental impact in activities ranging from production to consumption

One of our corporate principles is "to continuously promote harmony between people, society, and the environment while contributing to the prosperity of society." Based on this principle, it is our duty to solve environmental issues raised by products that include automobiles and aircraft with a significant impact on the global environment, as well as in all our business activities, from our plants and offices through to distribution channels and dealerships. Our environmental policy reflects this philosophy and the aim of our Voluntary Plan for the Environment, currently in its 5th iteration (5th Voluntary Plan for the Environment, FY2012 – FY2016), is to realize its achievement.

In the previous fiscal year, the first year of this plan, we set new targets in the following categories in response to changing environmental issues: countermeasures to global warming, resource circulation, pollution prevention and reduction in the use of hazardous chemicals, in addition to the environmental management involved in each category.

With the aim of completing the 5th Voluntary Plan in all future business activities, we are tackling the solution of environmental issues on a global scale.

We aim to be a company in sympathy with stakeholders

To become a company that, above all, is favored by customers and shareholders alike and that rewards hardworking employees in production and sales, we intend to be a company in sympathy with everyone by distributing profits to all concerned.

We will continue to fulfill our obligations as a corporate citizen operating businesses around the world, and will strive to become a corporate group trusted by people all over the world. I ask for your support for our activities.

August 2013
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*1 CSR activities are divided into eight specific categories: Customers and products, employees, the environment, compliance, information disclosure, procurement, social contribution and corporate governance.

*2 Click here for details on safety assessment

<http://www.fhi.co.jp/envi/csr/csr/consumers/production2.shtml>