



Subaru Outback Named *MOTOR TREND's* 2010 Sport/Utility of the Year®

-- Subaru First Automaker with two consecutive MOTOR TREND Sport/Utility of the Year Titles --

Tokyo, October 16, 2009 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced that Subaru of America, Inc.* released the Subaru Outback (US specifications model) was named *MOTOR TREND's* 2010 Sport/Utility of the year. The Subaru Outback's victory follows the Subaru Forester's win for the 2009 award, making Subaru the first automaker to win two consecutive *MOTOR TREND* Sport/Utility of the Year awards.

MOTOR TREND editor-in-chief, Angus MacKenzie, said "The 2010 Subaru Outback offers a unique combination of comfort, efficiency, versatility and value. It boasts car-like refinement, drivability and gas mileage on the road, yet is as capable in the rough stuff as all but the most off-road focused sport utilities. Thoughtfully engineered, cleverly detailed and competitively priced, the Subaru Outback is a terrific all-rounder with broad appeal."

"We are doubly proud and honored to receive the *MOTOR TREND* 2010 Sport/Utility of the Year award for the second consecutive year" said Thomas J. Doll, executive vice president and chief operating officer, Subaru of America Inc. "To win the 2009 award for the Forester was wonderful enough, but to have won for the 2010 Outback this year is truly an outstanding achievement. The Subaru Outback is an icon of performance and capability and was the original SUV alternative. Now with its improved power, economy and increased dimensions it is the complete package."

Speaking to Subaru of America's sales success as the top performing automaker of 2009, Doll noted, "The success of our business is founded not only on our outstanding products, but also on the commitment and dedication of our retail sales network and great sales and marketing programs. We are absolutely thrilled that *MOTOR TREND* has added their validation to the Subaru brand."

Living up to Subaru's legendary safety record, the Outback offers cutting-edge safety technology, including Subaru's ring reinforcement safety system, front, seat-mounted side, and side-curtain airbags and ABS. Subaru Vehicle Dynamics Control (VDC) system, which incorporates stability and traction control systems with a roll-over sensor, is also standard equipment. The Subaru Outback was recently named a Top Safety Pick by the Insurance Institute of Highway Safety (IIHS).

To judge contenders for the award, *MOTOR TREND*'s editorial staff conducted an exhaustive three-phase testing process. Phase one of the process includes a full tech check and weigh-in, then full track testing to establish baseline data for acceleration, braking, and handling. Phase two involves three days of road loops offering a range of road surfaces and traffic conditions to evaluate ride and handling, engine and transmission smoothness and responsiveness, wind and road noise, and ergonomics. A dirt-track section tests traction, stability, and braking control systems. In phase three the judges debate and deliberate. This year, the editors updated and expanded the judging criteria to six new categories: Design Advancement, Engineering Excellence, Intended Function, Efficiency, Safety and Value. *MOTOR TREND*'s Sport/Utility of the Year is not a comparison test and is only open to all-new or substantially upgraded vehicles that have gone on sale in the 12 months from November 1 of the previous year.

Subaru will further enhance its product features to meet a wide array of customers' needs, and will develop vehicles to provide confidence and peace of mind to our customers.

*Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru vehicles in the United States.

About Fuji Heavy Industries Ltd.

Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, is a leading manufacturer in Japan with a long history of technological innovations that dates back to its origin as an aircraft company. While the automotive business is a main business pillar, FHI's Aerospace, Industrial Products and Eco Technologies divisions offer a diverse range of products from general-purpose engines, power generators, and sanitation trucks to small airplanes, crucial components for passenger aircrafts, and wind-powered electricity generating systems. Recognized internationally for its AWD (all-wheel drive) technology and Horizontally-Opposed engines in Subaru, FHI is also spearheading the development of environmentally friendly products and is committed to contributing to global environmental preservation.

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