



## **New Subaru Legacy Series wins Car of the Year Japan's Best Value Award**

Tokyo, October 23, 2009 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced that its new Legacy Series (Legacy Sedan, Legacy Station Wagon and Outback) has won the “Best Value Award”, one of the awards of Car of the Year Japan 2009-2010. The Subaru Legacy victory follows the Subaru Exiga’s win for the 2008-2009 Car of the Year Japan’s “Most Fun Award”, and making Subaru to win two consecutive Car of the Year Japan’s Special Achievement Awards.

In the 20 years following the introduction of the very first Legacy, the Legacy series has evolved in line with the essence of grand touring car concept based on Subaru’s core technology, “Symmetrical All-Wheel-Drive (AWD)”, along with “Horizontally-Opposed (Boxer) engine”. This unique product development has received high praise from a great number of our customers in the world.

Under the product concept of “Grand Touring Innovation”, the fifth-generation new Legacy offers a comfortable passenger compartment and excellent environmental considerations, while further enhancing its unique driving performance and safety.

In awarding winner, the jury cited the Subaru Legacy Series “as a Best Value car that delivers superior driving performance with matured Subaru’s core technology, symmetrical AWD system and Horizontally-Opposed Boxer Engine, and its attractive pricing.

Outline of Car of the Year Japan 2009-2010:

Candidates; All passenger cars released or launched in Japan as a new model between November 1, 2008 and October 31, 2009.

Prize; Car of the Year Japan/ Import Car of the Year/ Special Achievement Awards “Best Value”, “Most Fun”, “Most Advanced Technology”/ Best 3rd Decade Car



## 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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