



Subaru Recognized as the Only Manufacturer with All Vehicles Rated the Latest 2010 Top Safety Pick Award by IIHS

Tokyo, November 19, 2009 – Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, today announced that Subaru of America, Inc.* released it has been recognized as the only manufacture with all vehicles named the 2010 “Top Safety Pick” award by the Insurance Institute of Highway Safety (IIHS).

IIHS provides to consumers safety information about vehicles with four-level rating system. In the latest 2010 assessment, for the first time, good performance in the roof strength to measure protection in a rollover is required to win. Hence a new requirement for strong roof winnows 27 winners of the 2010 Top Safety Pick from a record 94 in 2009. Top Safety Pick recognizes vehicles that, in IIHS testing, does the best job of protecting people in front, side, rear and now rollover crashes based on “good” ratings, which denotes “good” as the top ranking status possible in Institute tests. Its frontal crashworthiness evaluations are based on results of 40 mph frontal offset crash tests. Side evaluations are based on performance in a crash test in which the side of a vehicle is struck by a barrier moving at 31 mph. The effectiveness of the head restraints is evaluated in the rear crash protection. Winners also must have electronic stability control (VDC** for Subaru vehicles).

“We are extremely pleased to be the only manufacturer with all vehicles named Top Safety Pick. This is an outstanding success and a tribute to the engineering that goes into Subaru products,” said Tom Doll, executive vice president and COO, Subaru of America, Inc. “To have this recognition by the IIHS reinforce to our customers that we maintain the highest standards when producing vehicles that are safe, durable, reliable as well as fun-to-drive.”

Subaru will further enhance its renowned excellent safety performance by refining distinctive technologies and continue providing 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.

**Vehicle Dynamics Control

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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