



Exhibition Outline of Auto Shanghai 2011

Tokyo, April 11, 2011 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced that it will exhibit the "SUBARU XV CONCEPT" as a world premiere at the 14th Shanghai International Automobile Industry Exhibition (Auto Shanghai 2011) slated for April in Shanghai, China (Press day: April 19 and 20; Open to the public from April 21 through 28).

The SUBARU XV CONCEPT is a design concept car that defines a new generation of crossover vehicle, blending exceptional SUV practicality with a fashionable form. It was specifically designed for customers who are looking for a vehicle offering looks, benefits and a packaging that stretch beyond those from the populated crowd of existing crossover models. At its heart is the core theme of "Enjoyment and Peace of mind", and a promise to deliver, in line with Subaru's new brand statement, "Confidence in Motion". With truly innovative styling, this new generation design concept car combines Subaru's Crossover-like driving excitement with a revolutionary inspiring feel, playful nature, the proven comfort and reliability of the renowned Subaru's Symmetrical AWD (All-Wheel Drive) system.



SUBARU XV CONCEPT

FHI will also showcase the Subaru's unique technical exhibits including the Outback model's cut body and Boxer Engines, and the Chinese rally car. With these displays and throughout the booth design, FHI will showcase Subaru's efforts to integrate enjoyable and reliable driving and peace of mind, based on the Subaru's core technologies of "Symmetrical AWD" and "Horizontally-Opposed Boxer Engine". The press conference is scheduled at the Subaru booth on April 19, at 11.00h.

The special site opens today at 11:00 on the Subaru Global Site

http://www.subaru-global.com/xv_concept.html

The site will feature information updates relating to the Auto Shanghai including Subaru's press conference.

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