



SIA Starts Producing New Toyota Camry in U.S.

Tokyo, September 14, 2011 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced the official start (September 12, local time) of 2012 Toyota Camry production at Subaru of Indiana Automotive, Inc. (SIA), FHI's North American production base.

FHI Corporate Senior Vice President Tamaki Kamogawa, SIA President Motokiyo Nomura and numerous guests from Toyota gathered and cheered the first SIA-built Camry rolled off the production line.

"It's great to be building the new model Camry at SIA" stated Tom Easterday, SIA's Executive Vice President. "Our Associates have worked closely with Toyota advisors on the development of the 2012 Camry, and we are confident that it will be well-received in the market."

In 2007, SIA began producing the Toyota Camry under contract with Toyota and has built over 357,000 units since then, while maintaining high quality of the vehicle. The production of Toyota Camry has also contributed to SIA's business operation which includes boosting overall operating rate and creating new employment opportunities. FHI continues to promote the production of Camry as one of the fruitful results through alliance activities with Toyota Motor Corporation.

Outline of production of Toyota vehicle at SIA

Products: Toyota Camry for North America

Production capacity: 100,000 units / year *Full production capacity of SIA: approximately 260,000 units / year

Start of production: September, 2011



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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