



FHI Announces Production and Sales Plans for CY2012

Tokyo, February 3, 2012 - Fuji Heavy Industries, Ltd. (FHI) announces today its production and sales (retail) plans for CY2012, as shown below.

1. Production Plans

(unit)

		CY2012 plans	CY2011 results	12 vs 11
Domestic production		518,000	418,545	123.8%
	Passenger cars*	500,000	359,757	139.0%
Overseas production		180,000	161,716	111.3%
Total		698,000	580,261	120.3%

* Subaru brand vehicles only

<Domestic production>

Despite the termination of mini cars production by the end of February, domestic production plans for CY2012 are 518,000 units by considerably increasing production for the first time in two years year-on-year, due to the start of production of SUBARU BRZ in March and the contribution of new Impreza, which was launched last year.

<Overseas production>

Due to the increased sale of Legacy and Outback in North America, overseas production plans for CY2012 are 180,000 units, which will increase fourth consecutive years year-on-year and set an all-time record for the third successive year.

<Total production>

Total production plans for CY2012 are 698,000 units, which will increase for the first time in two years year-on-year and set an all-time record.

2. Sales (retail) Plans

(unit)

		CY2012 plans	CY2011 results	12 vs 11
Domestic sales		157,500	158,698	99.2%
	Passenger cars	86,000	73,802	116.5%
Overseas Sales		542,500	458,376	118.4%
	U.S.	320,000	266,989	119.9%
	China	65,500	57,198	114.5%
Total		700,000	617,074	113.4%

* Includes OEM supplied vehicles

<Domestic sales>

Domestic sales plans for 2012CY are 157,500 units by increasing sales of SUBARU BRZ, which will be launched in this March and new Impreza, which was launched at the end of last year.

<Overseas sales>

By increasing sales in all major markets such as the U.S. and China, overseas sales plans for CY2012 are 542,500 units, which will increase for the first time in two years year-on-year and set an all-time record.

<Total sales>

Total sales plans for CY2012 are 700,000 units, which will increase for the first time in two years year-on-year and set an all-time record.