

Exhibition Outline of the 82nd Geneva International Motor Show

Tokyo, February 10, 2012 - Fuji Heavy Industries Ltd. (FHI), the maker of Subaru automobiles, today announced that it will exhibit the “SUBARU BRZ” and the “Impreza 5-door” as European premieres at the 82nd Geneva International Motor Show slated for March in Geneva, Switzerland (Press day: March 6 and 7; Open to the public from March 8 through 18, 2012). The Subaru press conference scheduled at 11:45am on March 6th.



SUBARU BRZ (European specification)



Impreza 5-door (European specification)

◆ SUBARU BRZ

Subaru BRZ, which was developed as a joint-project between Subaru and Toyota Motor Corporation, is a fun sports car that any driver can experience driving pleasure, featuring a front-engine, rear-wheel drive layout powered by the Horizontally-Opposed Boxer engine. Its concept is “Pure Handling Delight - the driving experience taken to a new level”. By mounting the Boxer engine as low as possible, Subaru BRZ realized “ultra-low center of gravity packaging” that offers supreme handling performance.

◆ Impreza 5-door

The fourth generation all-new Impreza was developed under the concept of “Redefining Value, Redefining Class”. Its aim is to provide a new level of value not known to exist until now. Superior reliability, handling and safety features of the Subaru Symmetrical AWD (All-Wheel Drive) system with the Horizontally-Opposed Boxer engine at its core - these among many other qualities have made possible a safe and environmentally-friendly high grade global car while enhancing the sportiness of the Impreza. A 1.6-litre petrol engine 5-door model is available in the European markets.

◆ The 40th Anniversary of Subaru Symmetrical All-Wheel Drive (SAWD)

2012 marks the 40th anniversary of Subaru's core technology “Symmetrical All-Wheel Drive (SAWD)”, since it was first introduced on the “Subaru Leone Estate Van” in 1972. Focusing on the Subaru SAWD technology with the Horizontally-Opposed Boxer engine, FHI will create and showcase various items at the Subaru booth: they include a special logo embodying “Responsive handling of the driver's intents”, which is a value of SAWD and graphics illustrating the history of Subaru's SAWD. Also visitors will experience the benefit of SAWD uniqueness through the 3D virtual game.