

















Subaru Automotive Business

1. Product Lineup

(As of July 1, 2009)

Model Name	Photo	Origin of the Name	Engine
LEGACY		Named after an English word, <i>legacy</i> , meaning to pass on heritage and values to the next generation.	Horizontally- Opposed 4-cylinder 2.0 ℓ 2.5 ℓ
LEGACY B4		Combines B for boxer engine and the 4 from four-wheel-drive, the core mechanisms of a sporty 4WD vehicle.	Horizontally- Opposed 6-cylinder 3.6 ℓ
OUTBACK		Deriving from Australian English, <i>outback</i> is associated with wildlife and unsettled territory.	Horizontally- Opposed 4-cylinder 2.0 ℓ diesel
EXIGA		A name created with our wish that all of the seven passengers, in the wide and open cabin, share the joy of driving and have "Exciting" and "Active" times.	Horizontally- Opposed 4-cylinder 2.0 ℓ
IMPREZA		A coined word, deriving from an English (originally Italian) word, <i>impresa</i> , meaning a badge or motto.	Horizontally-Opposed 4-cylinder 1.5 ℓ 2.0 ℓ 2.5 ℓ Horizontally-Opposed 4-cylinder 2.0 ℓ diesel
IMPREZA ANESIS		"Anesis" is a Greek word which signifies safety, comfort, reliability and relaxation.	Horizontally- Opposed 4-cylinder 1.5 ℓ 2.0 ℓ 2.5 ℓ
IMPREZA STI		This is the ultimate model from STI (Subaru Tecnica International), the specialized Subaru motor sports company, featuring the highest level of driving performance.	Horizontally- Opposed 4-cylinder 2.0 ℓ 2.5 ℓ
FORESTER		An English word, <i>forester</i> , meaning a guardian and protector of forests.	Horizontally-Opposed 4-cylinder 2.0 ℓ 2.5 ℓ Horizontally-Opposed 4-cylinder 2.0 ℓ diesel
DEX		This name was coined from the word "Dexterity", in order to express the sensitivity and agile handling of the vehicle.	Inline 4-cylinder 1.3 ℓ
STELLA		<i>Stella</i> means star in Italian. The name was chosen to reflect the commitment by FHI's development team to build a "star-quality" mini car that appeals to discerning users.	Inline 4-cylinder 0.66 ℓ
R2		The simple code represents a completely new value and a revolutionary concept for a minicar.	
R1		The simple code represents a completely new value and a revolutionary concept for a minicar. 1 and 2 describe the differences of concept and size between these R1 and R2.	
PLEO		A coined word, combining two Latin words meaning <i>rich</i> and <i>perfect</i> .	
SAMBAR		A big, strong deer.	
TRIBECA		<i>Tribeca</i> is a vibrant New York City neighborhood which creates cutting-edge trends.	Horizontally- Opposed 6-cylinder 3.6 ℓ
JUSTY		A coined word from <i>just</i> , which suggests just the right car.	Inline 3-cylinder 1.0 ℓ

- Notes: 1. DEX is supplied by DAIHATSU MOTOR CO., LTD. under an OEM agreement. (The Daihatsu version is branded as Coo.)
2. Justy is supplied by DAIHATSU MOTOR CO., LTD. under an OEM agreement. (The DAIHATSU version is branded as the Sirion. It is branded as the Boon in Japan.)
3. The table above includes engines which are installed in earlier models.
4. The installed engine varies depending on the market.
5. The photos show the Japan specification models. (The Tribeca photo shows the USA specification model. The Justy photo shows the Europe specification model.)

2. Domestic Production

(Units)

	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009
Minicars										
Passenger cars	97,498	92,017	77,237	58,470	61,406	70,868	52,586	77,980	64,523	51,512
Commercial vehicles	83,022	80,604	93,073	86,446	85,533	91,442	83,388	79,911	68,310	60,059
Registrations										
Passenger cars	295,587	298,935	279,749	294,661	318,410	318,628	329,067	326,372	356,837	362,395
Subaru (Including Saab)	476,107	471,556	450,059	439,577	465,349	480,938	466,729	484,119	489,670	473,966
Saab	—	—	—	—	562	7,952	1,688	144	—	—
Total	476,107	471,556	450,059	439,577	465,911	480,938	466,729	484,263	489,670	473,966

Notes: 1. Minicars are calculated on a chassis basis. (including cars export with engine displacements exceeding 660cc)
2. Productivity in 2008 was 13,100 minicars and 30,300 registrations per month, assuming a two-shift day without overtime and weekend/holiday worked.

AWD Production

(Units)

	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009
Minicars	78,151	75,045	80,022	65,326	61,090	73,828	64,747	71,151	57,189	51,430
Registrations	281,036	282,314	265,586	293,537	274,890	303,219	310,206	306,513	335,014	341,715
Total	359,187	357,359	345,608	358,863	335,980	377,747	374,953	377,664	392,203	393,145

Note: 1. Minicars are calculated on a chassis basis. (including cars export with engine displacements exceeding 660cc)

Cumulative Subaru Production: 17,667,812 units (As of March 31, 2009)

CVT Production

(Units)

	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009
Subaru domestic	92,832	87,334	75,922	58,921	56,987	68,323	50,798	78,860	64,534	49,561
Subaru overseas	—	—	—	—	—	—	—	—	—	—
Others	56,422	92,009	71,655	24,551	8,958	4,480	—	1,516	18,563	76,926
Total	149,254	179,343	147,577	83,472	65,945	72,803	50,798	80,376	83,097	126,487

Notes: "Others" is the total number of units supplied to Nissan, Fiat, Suzuki and Jatco.

Cumulative Subaru Production: 2,358,941 units (As of March 31, 2009)

3. Domestic Sales

(Units)

	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009
Minicars										
Passenger cars	96,375	94,662	79,819	63,624	61,711	72,939	56,504	77,675	66,050	52,180
Commercial vehicles	81,653	80,440	86,738	85,366	81,620	89,945	84,216	79,875	69,993	59,660
Registrations										
Passenger cars	123,086	125,776	109,423	102,294	114,775	109,603	105,650	87,937	87,196	77,353
Commercial vehicles	355	299	9	—	—	—	—	—	—	—
Imported cars	—	—	3,839	4,452	2,561	1,466	30	—	—	—
Total	301,469	301,177	279,828	255,736	260,667	273,953	246,400	245,487	223,239	189,193

AWD Domestic Sales

(Units)

	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009
Minicars	77,240	76,441	76,557	68,264	67,026	73,406	66,023	70,780	58,989	51,246
Registrations	112,038	115,249	99,203	93,063	105,031	97,959	91,547	72,927	71,535	60,349
Total	189,278	191,690	175,760	161,327	172,057	171,365	157,570	143,707	130,524	111,595

Sales of Domestic Cars by Model

(Units)

	FY2005	FY2006	FY2007	FY2008	FY2009	FY2009 comparison with FY2008 (%)
Minicars						
Stella / Pleo / R2 / R1	81,289	64,706	84,240	70,722	55,100	84.0
Sambar	81,593	76,014	73,309	64,321	56,740	87.7
Total	162,882	140,718	157,549	135,043	111,840	85.7
Registrations						
Legacy	62,686	56,682	48,477	35,277	22,719	72.8
Impreza	27,453	29,537	26,224	33,617	22,216	128.2
Forester	19,464	19,431	13,236	18,302	17,852	138.3
Exiga	—	—	—	—	12,213	—
Dex	—	—	—	—	2,353	—
Other	1,466	30	—	—	—	—
Total	111,069	105,680	87,937	87,196	77,353	99.2
Total of domestic sales	273,951	246,400	245,486	222,236	189,193	90.5

4. Export and Overseas Production

(Units)

	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009
U.S.A.	74,848	81,554	95,042	102,052	95,989	91,699	91,455	90,385	96,060	124,086
Europe	57,419	36,616	29,711	38,983	48,571	54,077	58,323	65,987	72,238	72,735
Other	45,255	48,366	48,325	54,885	56,278	66,726	74,945	83,351	101,405	103,592
Sub Total (Minicars)	177,522 (760)	166,536 (108)	173,078 (22)	195,920 (0)	200,838 (0)	212,502 (0)	224,723 (16)	239,723 (395)	273,703 (579)	300,413 (111)
Overseas production										
U.S.A. (SIA)	98,861	107,842	100,946	106,076	87,358	115,317	119,784	100,972	110,363	77,871
Taiwan (Ta Ching)	2,640	3,141	888	0	0	—	—	—	—	—
China (Guizhou)	1,500	800	2,400	1,500	2,800	—	—	—	—	—
Total (Minicars)	280,523 (2,260)	278,319 (908)	277,312 (2,422)	303,496 (1,500)	290,996 (2,800)	327,819 (0)	344,507 (16)	340,695 (395)	384,066 (579)	378,284 (111)

Notes: Minicars are calculated on a chassis basis. (including cars with engine displacements exceeding 660cc)
Sub Total and Total include the number of Minicars.

Exported AWD

(Units)

	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009
Export	173,059	161,172	169,001	194,122	197,556	208,961	218,985	235,240	260,712	290,690

■ Overseas Business

Main Destination by Region (Exporting countries in 2006)

Region	Main Countries	Number of Countries
Asia	Taiwan, China, Singapore	14
Middle East	Israel, Oman, Kazakhstan	13
Europe	Germany, U.K., Switzerland	20
Africa	South Africa, Egypt, Kenya	9
North America	U.S.A., Canada	2
Latin America and Caribbean	Chile, Peru, Venezuela	27
Oceania	Australia, New Zealand	7
Total		92

Main Overseas Market and Outlets

(As of July 1, 2008)

Country	Importer/Distributors	Distributors	Dealers
U.S.A.	Subaru of America, Inc.	2	600
Canada	Subaru Canada, Inc.	—	89
Germany	Subaru Deutschland GmbH	—	208
Switzerland	Subaru Schweiz AG	—	175
U.K.	Subaru (UK) Ltd.	—	76
Benelux	N.V. Subaru Benelux S.A.	—	57
Russian	Subaru Motors (RUSSIA) LLC.	—	34
China	Subaru of China, Ltd.	3	85
Australia	Subaru Australia, Pty., LTD	—	109
Chile	Indumotora Automotriz S.A.	—	14

Overseas Manufacturing

(Units)

	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009
U.S.A. (SIA)	96,684	106,255	100,365	102,194	88,881	114,556	121,505	103,415	110,979	83,239
Taiwan (Ta Ching)	2,890	3,202	1,266	—	—	—	—	—	—	—
China (Guizhou)	974	875	1,675	1,312	1,640	—	—	—	—	—
Total	100,548	110,332	103,306	103,506	90,521	114,556	121,505	103,415	110,979	83,239

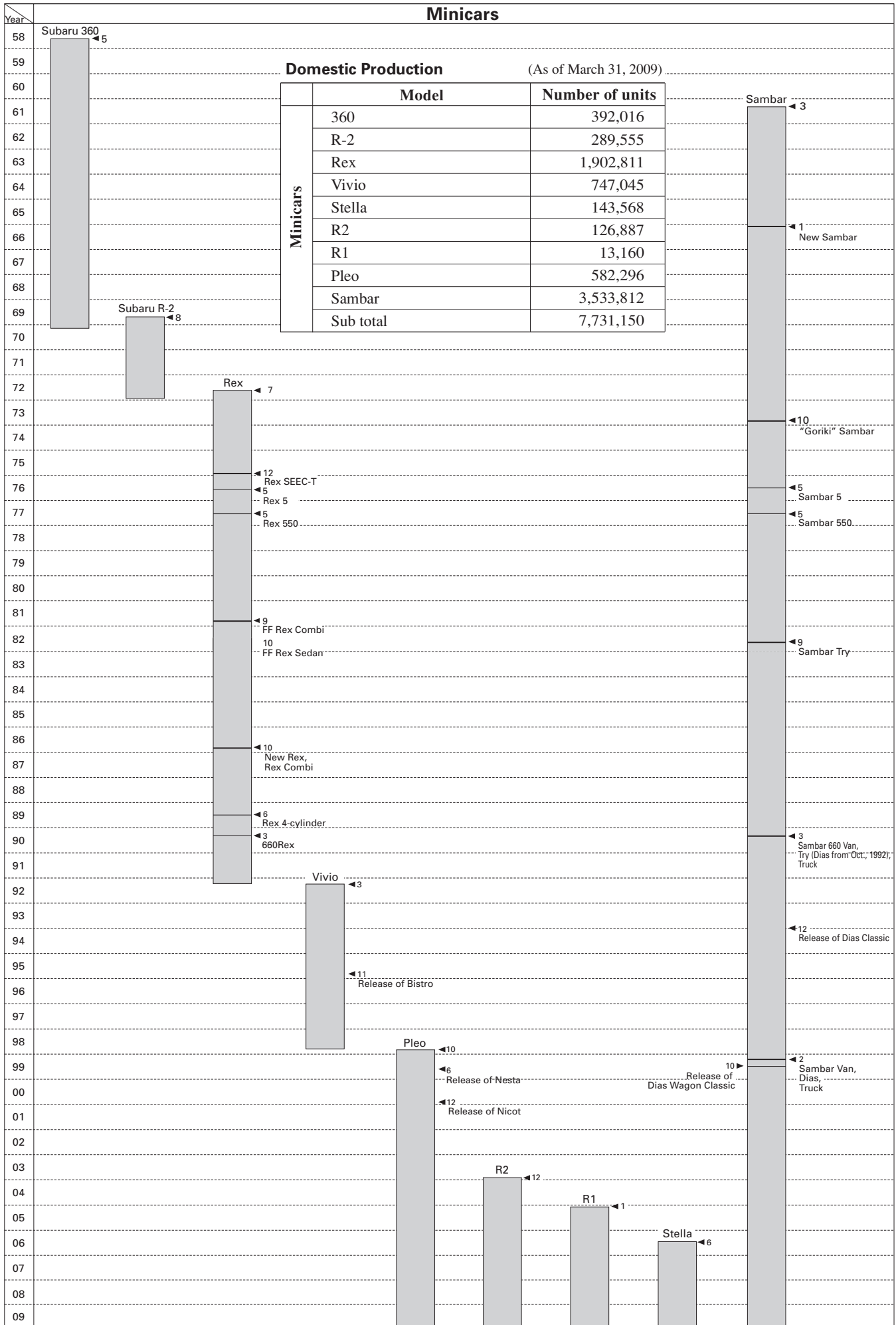
5. Number of Vehicles Sold in US

(on the calendar basis / 1,000 units)

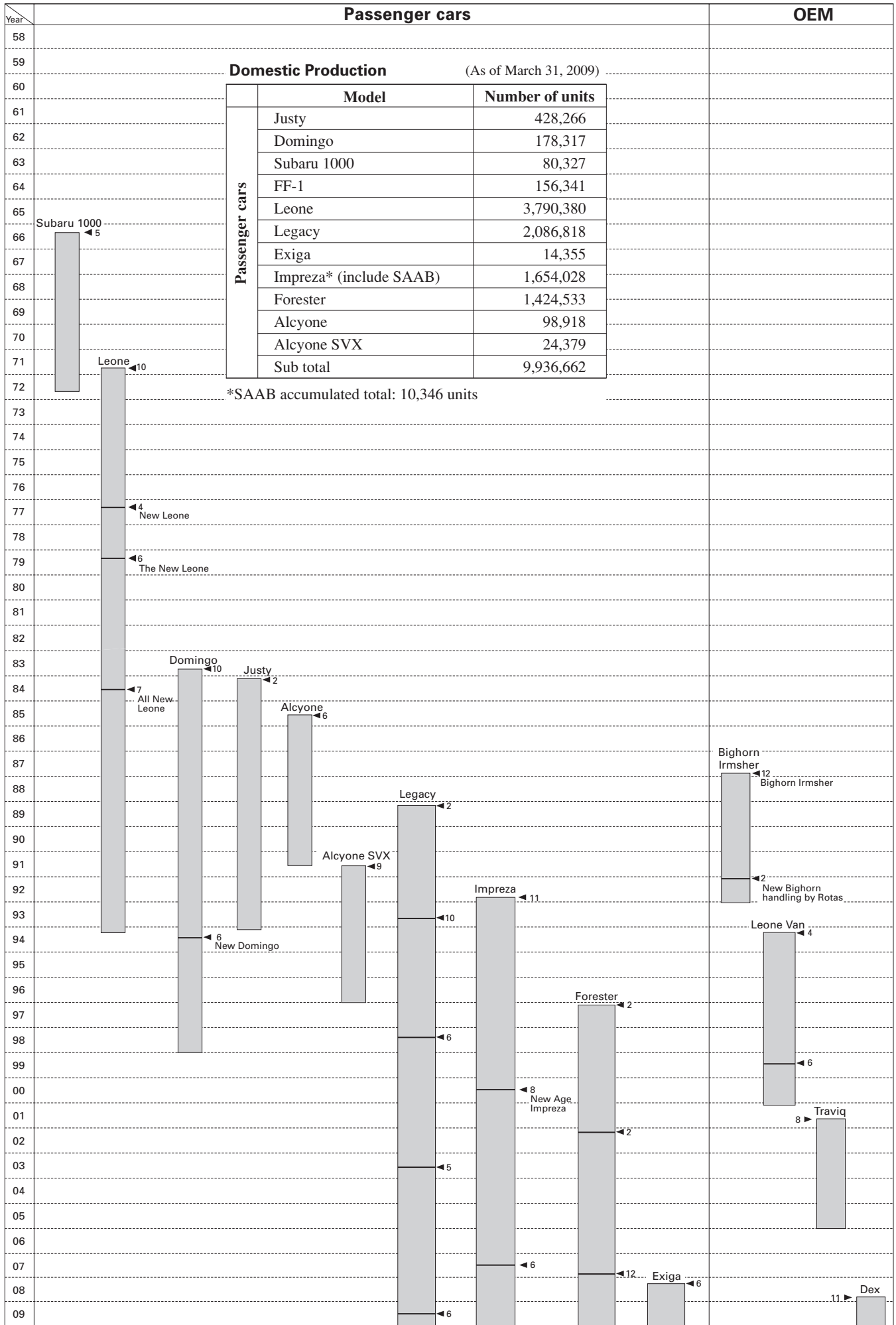
	FY2005	FY2006	FY2007	FY2008 ①	FY2009 ②	Increase/decrease	
						Amount②-①	Ratio (②-①)/①
Legacy	89.3	87.1	84.3	78.3	66.8	(11.5)	(14.7%)
Baja	7.2	6.2	5.2	1.1	—	(1.1)	—
Impreza	31.9	33.1	40.9	45.8	48.0	2.2	4.7%
Forester	57.9	52.9	51.0	44.1	60.4	16.2	36.8%
Tribeca	—	14.8	18.6	16.7	11.0	(5.8)	(34.5%)
Total	186.3	194.0	200.0	186.1	186.2	0.0	0.0%
Total demand	16,913	16,991	16,519	16,115	13,213	(2,902)	(18.0%)

6. Subaru Domestic Lineup

(As of July 1, 2009)



Note: Heavy lines in the bars in the above chart indicate full model changes.



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7. Subaru Core Technologies

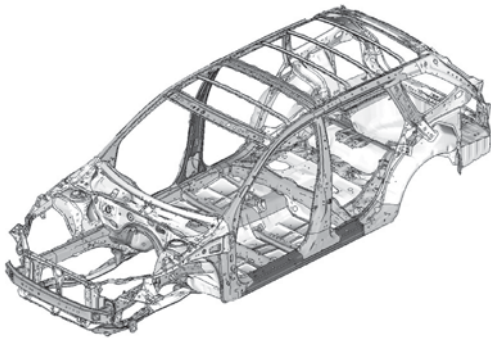
■ Horizontally-Opposed Boxer Engine

The Horizontally-Opposed Engine is an ideal power unit that Subaru has continually promoted to customers. Because the pistons in a Horizontally-Opposed Engine are arranged opposing one another on the left and right sides, the inertial force generated by the movement of each piston is cancelled out by the piston on the opposite side. As a result, this engine type provides superior operating balance, and a smooth feeling when revving all the way up to the high-rpm range. In addition, the unique design allows the engine to be more compact, lightweight and fitted deep in the chassis. This also contributes to lowering the center of gravity of the vehicle body. Excellent weight balance allows the vehicle to corner exactly as the driver wants it to.

■ Symmetrical AWD

The low center of gravity resulting from the use of a horizontally-opposed engine is combined with excellent weight balance in all four directions, achieved by collecting heavy items near the center of the vehicle body. This makes it possible to draw out the maximum capability of the AWD system, for unsurpassed driving performance under a wide range of conditions. The vehicle reacts linearly to operation of the steering wheel when cornering, and the high straight-line stability yields comfortable high-speed driving that instills a feeling of confidence and security in the driver. Subaru continues to refine and perfect our symmetrical AWD system as the core of a mechanism that can earn drivers' trust during all types of driving, from everyday city driving to high-speed driving.

■ Subaru's New Ring-shaped Reinforcement Frames

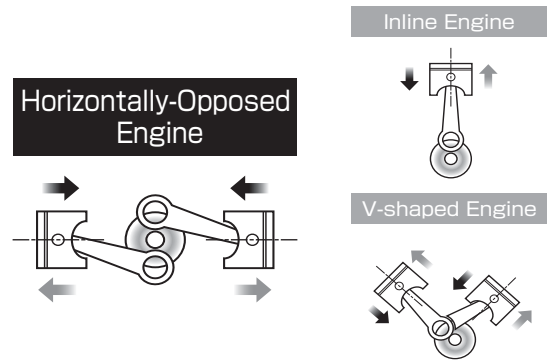


“Subaru's new ring-shaped reinforcement frames” are intended to prevent cabin deformation under impact by joining strong pillars and frames together in such a way that they surround the cabin. Due to the use of a frame structure with superior ability to absorb impact, reinforcement of all joints and other improvements, this body provides effective impact absorption for front-end collisions. In order to ensure effective impact absorption for rear-end collisions, reinforcement is provided by the rear bumper beam, and the rear frame has also been changed to a straight shape, ensuring sufficient crushable space. This contributes to the safety of rear seat occupants in the event of a collision. For side collisions, the center pillar strength balance has been optimized, yielding excellent collision safety performance in all directions.

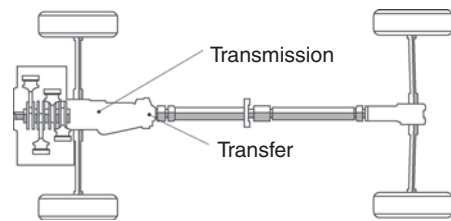
For instances of collisions with pedestrians, the impact absorption capacity of the front bumper has been improved, the front hood framework has been reviewed, and other sweeping steps have been taken to lessen the impact to a pedestrian.

The safety performance of Subaru vehicles has been highly evaluated in safety assessments in many countries around the world. In Japan, the Japan New Car Assessment Program (JNCAP), which is conducted by the Ministry of Land, Infrastructure and Transport and by the National Agency for Automotive Safety & Victims' Aid (NASVA), awarded the “JNCAP Grandprix” to the Impreza for fiscal 2007 and the top rating to two models, the Forester and Exiga, for fiscal 2008.

Overseas, the US New Car Assessment Program awarded its highest rating of five stars for collision performance to the Forester in 2008. The Australasian New Car Assessment Program (covering the Australia and New Zealand regions) also awarded the Forester its top rating of five stars for occupant protection performance, and three stars for pedestrian protection performance.



Unlike in the inline and V-shaped engines, pistons in a horizontally-opposed engine are placed horizontally and symmetrically with the crankshaft in the center, which allows the pistons to offset their respective vibrations.



AWD System with a Horizontally-Opposed Engine