



Media Information

Subaru Of America, Inc.
One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

Corporate Information

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One Subaru Drive
Camden, NJ 08103
Main Number: 856-488-8500

Consumer Website: www.subaru.com
Corporate Information: www.subaru.com/company
Corporate Timeline: www.subaru.com/company/50years

Subaru Corporation additional links:

Subaru Global Media Site: www.media.subaru-global.com
Subaru Corporation: <https://www.subaru.co.jp/en/>
Subaru International Consumer Site: www.subaru-global.com
Subaru Global Youtube: <http://www.youtube.com/user/SubaruGlobalTV>
Subaru Europe Facebook: <http://www.facebook.com/pages/Subaru-Europe-subarueu/180778010769>
Subaru Japan Facebook: <http://www.facebook.com/SUBARU.jp>
Subaru Japan Youtube: <http://www.youtube.com/user/SUBARUOnTube>

The Origin of Subaru

“SUBARU” signifies a Japanese word meaning “unite,” as well as a term for a cluster of six stars in the Taurus constellation, named ‘Pleiades’ by the ancient Greeks. According to Greek mythology, these stars were once Atlas’ daughters. The six-star cluster featured in the Subaru logo is known in Japan as mutsuraboshi, meaning ‘six stars’.

In 1953, five Japanese companies merged to form Subaru Corporation (previously Fuji Heavy Industries Ltd.). The new corporation adopted the “Subaru” cluster of stars as the official logo for its line of automobiles. Today, Subaru Corporation embodies a global engineering and transportation corporation. Subaru was the first automobile brand to use a Japanese word as its name.