



Media Information

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Subaru Of America, Inc. Names New Chairman

Ikeda returns to FHI, Hasunuma assumes role

Cherry Hill, N.J., Mar 11, 2009 - Subaru of America, Inc. today announced that after a successful tenure, Mr. Tomohiko Ikeda, chairman, president and chief executive officer will return to parent company, Fuji Heavy Industries on April 16. As a promotion, Mr. Ikeda will assume the position of corporate senior vice president. He will be replaced by Mr. Yoshio Hasunuma, who is presently corporate senior vice-president, Subaru Global Marketing division. The move is effective April 16, 2009.

Mr. Ikeda joined Subaru of America in April 2007 and oversaw the launch of the Impreza and Forester models. Both models, along with Legacy sedan achieved sales records in 2008, and the year saw the Subaru brand as the only volume brand in the United States to post a sales increase. By December 2008 the company had also seen its market share grow to 1.9%, a 25 year record.

Mr. Hasunuma has been with FHI for more than 30 years and before his current role he served as corporate vice president for Subaru of Japan sales and marketing. Prior to this role, Mr. Hasunuma worked in various roles including sales planning and domestic sales. He is a graduate of Waseda University, Japan.

Tom Doll, executive vice president for Subaru of America, Inc. said, "Although we are sad to see Mr. Ikeda leave, we congratulate him on his promotion and thank him for his leadership over the past two years. We also welcome Mr. Hasunuma who will bring his knowledge of sales and marketing to us. We have an exciting year ahead of us and our sales success in 2008 and to date in 2009, has laid a strong foundation for the Company."

For additional information about Subaru of America, Inc. and Subaru vehicles, visit our media website at www.media.subaru.com.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered in Cherry Hill, N.J., the company markets and distributes Subaru Symmetrical All-Wheel Drive vehicles, parts and accessories through a network of nearly 600 dealers across the United States. Subaru makes the best-selling All-Wheel Drive car sold in America based on R.L. Polk & Co. new vehicle retail registration statistics calendar year-end 2007. In addition, Subaru boasts the most fuel efficient line-up of all-wheel drive products sold in the market today based on Environmental Protection Agency (EPA) fuel economy standards. All Subaru products are manufactured in zero- landfill production plants and Subaru of Indiana Automotive Inc. is the only U.S. automobile production plant to be designated

a backyard wildlife Habitat by the National Wildlife Federation. For additional information visit www.subaru.com.