

Media Information



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

CONTACT: Todd Hill
(856) 488-3234
thill@subaru.com

Charles Ballard
(856) 488-8759
cballard@subaru.com

SUBARU SELLS FIVE-MILLIONTH VEHICLE WITH EYESIGHT DRIVER ASSIST TECHNOLOGY

- EyeSight was first introduced in Japan in May 2008
- Debuted in U.S. on 2013 model lines
- Features Pre-Collision Braking and Throttle Management; Adaptive Cruise Control; Lane Departure and Sway Warning; and Lane Keep Assist

Camden, N.J., Aug 31, 2022 - Subaru of America, Inc. today announced that the cumulative global sales of Subaru vehicles equipped with its award-winning [EyeSight® Driver Assist Technology](#) surpassed five million vehicles in June this year. The milestone was accomplished after 14 years and one month since the system was first introduced in Japan in May 2008.

“Our top priority at Subaru is to provide customers with vehicles built to the highest levels of safety,” said Thomas J. Doll, president and chief executive officer, Subaru of America, Inc. “Accomplishing this milestone reflects our commitment to improving and innovating the safety features and technology in our vehicles year over year.”

EyeSight achieved a world first in using solely stereo camera technology to provide driver assist features such as Adaptive Cruise Control and Pre-Collision Braking that detects not only cars, but also pedestrians, cyclists, and motorcyclists in the vehicle’s path. EyeSight-equipped models currently account for 91 percent 1 of the manufacturer’s global sales.

Introduced in the U.S. on the 2013 model year Legacy and Outback, EyeSight is now available across the Subaru model lineup. All 2022 models equipped with EyeSight received the highest possible rating of “Superior” for front crash prevention from the Insurance Institute for Highway Safety (IIHS). As of July 2022, more than three million vehicles equipped with EyeSight have been sold in the U.S.

For 2022, eight Subaru models received IIHS *TOP SAFETY* and *TOP SAFETY+* awards. To earn a 2022 IIHS *TSP* or *TSP+* award, vehicles must receive ‘Good’ ratings in each of IIHS’s six crashworthiness evaluations; ‘Good’ or ‘Acceptable’ headlight ratings, and available front crash prevention that achieves “Advanced” or “Superior” ratings in both vehicle-to-vehicle and vehicle-to-pedestrian evaluations. The ‘Plus’ is awarded to models that come exclusively with ‘Good’ or ‘Acceptable’ headlights.

Since 2013, Subaru has received a cumulative total of 63 *TOP SAFETY PICK+* awards, which is more than any other brand as of July 2022. ²

EyeSight Driver Assist Technology is capable of detecting vehicles traveling in front and can activate pre-collision braking and throttle management in order to mitigate or even avoid a collision. The system reduces rear-end crashes with injuries by up to 85 percent according to IIHS.³ The system also reduces the rate of pedestrian-related injuries by up to 35 percent.⁴

With two Subaru-developed color cameras mounted behind the windshield, EyeSight can identify vehicles traveling in front, traffic lanes, obstacles and pedestrians. The system has helped reduce the rate of pedestrian-related insurance claims by 41 percent according to the Highway Loss Data Institute.⁵

Attaching particular importance to protecting lives, Subaru will work to achieve its target of zero fatal traffic accidents⁶ by 2030. The latest generation EyeSight comes equipped with a redesigned stereo camera that features a much wider viewing angle, and combined with improved image recognition and processing software, it offers enhanced performance in a wider range of situations and environments. Additionally, when paired with Blind Spot Detection with Rear Cross-Traffic Alert, it includes Automatic Emergency Steering which can help steer the vehicle to avoid a collision at speeds of up to 50 MPH. All current U.S. Subaru models are available with EyeSight.

For the full list of 2022 IIHS winners, [visit the IIHS website](#).

¹ Based on 2021 global sales. Excludes OEM-supplied vehicles.

² Claim applies to U.S.-spec vehicles. Based on research conducted by Subaru of America and Subaru Canada.

³ Based on Insurance Institute for Highway Safety reporting data as of January 2017 from MY2013–2015 Subaru models equipped with EyeSight through 2014.

⁴ Based on IIHS reporting data as of December 2017 from MY2013-2017 Subaru models equipped with EyeSight through 2017.

⁵ A comprehensive study published by the Highway Loss Data Institute (HLDI) confirmed that EyeSight Driver Assist Technology is effective at preventing collisions with pedestrians. HLDI found that the second-generation Subaru EyeSight reduced the rate of likely pedestrian-related insurance claims by 41 percent, compared to vehicles without the technology.

⁶ Reducing to zero the number of fatal accidents occurring while a driver or passenger in a SUBARU and the number of fatalities among pedestrians, cyclists, and the like arising from collisions with a SUBARU vehicle.

About Subaru of America, Inc.

[Subaru of America, Inc.](#) (SOA) is an indirect wholly owned subsidiary of [Subaru Corporation](#) of Japan. Headquartered in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of about 640 retailers across the United States. All Subaru products are manufactured in zero-landfill plants, including [Subaru of Indiana Automotive, Inc.](#), the only U.S. automobile manufacturing plant designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the [Subaru Love Promise](#), which is the company's vision to show love and respect to everyone and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$340 million to causes the Subaru family cares about, and its employees have logged over 115,000 volunteer hours. Subaru is dedicated to being More Than a Car Company® and to making the world a better place. For additional information, visit [media.subaru.com](#). Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#), and [YouTube](#).