



Media Information

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Subaru Of America, Inc. Announces Takeshi Tachimori As Chairman, President And CEO

Tachimori Replaces Yoshio Hasunuma in Customary Leadership Transition

Cherry Hill, N.J., Mar 22, 2011 - Subaru of America, Inc. (SOA) today announced that Mr. Takeshi Tachimori, corporate senior vice president and chief general manager of the Subaru Product and Portfolio Planning Division at Fuji Heavy Industries, Ltd. (FHI), will replace Mr. Yoshio Hasunuma as chairman, president and CEO of Subaru of America effective April 1, 2011.

"We have seen dramatic increases in our sales and profitability under Mr. Hasunuma's leadership. While we are sorry to see him leave, we look forward to his continued work in our market," said Thomas J. Doll, executive vice president and chief operating officer, Subaru of America. "We are very pleased to welcome Mr. Tachimori in his new role as part of this regular business rotation and look forward to our continued success under his leadership."

In his two years as president and CEO of SOA, Hasunuma led the company to record market share (2.3%), record sales and unprecedented growth. Currently, Subaru is the only automotive manufacturer with three consecutive years of sales increases.

Tachimori joined FHI in 1977 and achieved various leadership roles with the company throughout his career. Tachimori has worked in the Subaru Product and Portfolio Planning Department since 2003 as:

- senior general manager (2003)
- corporate vice president, senior general manager (2006)
- corporate vice president, chief general manager; president and CEO, Subaru Tecnica International Inc. (2009)
- corporate senior vice president, chief general manager (2010)

Tachimori graduated from The University of Tokyo with a BA in aerospace engineering.

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 more than 600 dealers across the United States. 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.

