



Media Information

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The Origin Of Subaru

“SUBARU” signifies a Japanese word meaning “unite,” as well as a term identifying a cluster of six stars, which the Greeks called the Pleiades – part of the Taurus constellation. According to Greek mythology, Atlas’ daughters turned into this group of stars.

In 1953, five Japanese companies merged to form Fuji Heavy Industries Ltd. The new corporation adopted the “Subaru” cluster of stars as the official logo for its line of automobiles. Today, Fuji Heavy Industries embodies a global transportation conglomerate.