



Media Information

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SUBARU OF AMERICA, INC. ANNOUNCES TOMOMI NAKAMURA AS CHAIRMAN AND CEO

Nakamura Succeeds Takeshi Tachimori who completes his three year position with record sales in the US

Cherry Hill, N.J., Mar 3, 2014 - Subaru of America, Inc. (SOA) today announced that Mr. Tomomi Nakamura, Corporate Vice President and Senior General Manager, Subaru Global Marketing Division, Fuji Heavy Industries, Ltd. (FHI) will replace Mr. Takeshi Tachimori as chairman and CEO of Subaru of America effective April 1, 2014. Tachimori assumes responsibility for global sales for FHI, including responsibility for the US market.

"Mr Tachimori led our business through consecutive sales records and we look forward to his continued work in our market," said Thomas J. Doll, president and chief operating officer, Subaru of America. "We also welcome Mr. Nakamura in his new role as we work to our sixth consecutive sale record in 2014."

To In his three years at SOA, Tachimori led the company to record market share (3%), record sales and unprecedented growth. Currently, Subaru is the only automotive brand with six consecutive years of sales increases, and total sales in 2013 reached 424,683 vehicles.

Nakamura joined Fuji Heavy Industries Ltd. In 1982 and has worked in a number of sales, marketing and planning divisions, most recently as Corporate Vice President and Senior General Manager, Subaru Global Marketing Division.

Nakamura graduated from Keio University with a B.A. in Law.

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 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.

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