


50-Year Anniversary of Fuji Heavy Industries Ltd.

Founded on a Tradition of Technological Prowess, Fuji Heavy Industries Ltd. Seeks Fresh Challenges in the New Century

Company-wide events

- 1953** Fuji Heavy Industries Ltd. established
- 1960** FHI's common stock listed on the Tokyo Stock Exchange
- 1965** Operating division adopted by product classification
- 1966** Head Office moves to Subaru Building
- 1968** Business agreement with Nissan Motor Co., Ltd. signed
- 1987** Second Subaru Building completed in Omiya City
- 1992** Agreement signed on technology transfer to China's Guizhou Aviation Industry Corporation to initiate local minicar production
- 1994** Corporate philosophy and quality policy established
- 1996** Environmental Plan for the Year 2000 drafted
- 1997** Integrated Environmental Operations Promotion Office established
- 1998** FHI inaugurates environmental policy
- 1999** Subaru sales offices integrated in five areas in Japan
 - Agreement on business alliance with General Motors Corporation signed
- 1999** Agreement on business alliance with Suzuki Motor Corporation signed
- 2000** Business alliance with Nissan Motor Co., Ltd. cancelled
- 2001** Gunma plant achieves "Zero Emission" goals
- 2002** Utsunomia and Saitama plants achieve "Zero Emission" goals
 - New management plan FDR-1 drafted
 - Internal company system introduced
 - NEC Lamillion Energy established, a joint investment between FHI and NEC Corporation
 - FHI and Isuzu Motors signed agreement on dissolution of SIA JV and production consignment
- 2003** Fuji AT established, JV with JATCO to develop and produce CVTs
 - Six-star trademark is set as a corporate symbol

Subaru Automotive Business

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- 1954** P-1 prototype for a passenger car completed, named "Subaru" in 1955
 - 1958** Subaru 360 minicar introduced
 - The Subaru trademark is adopted
 - 1960** Gunma Main Plant opened
 - 1961** Sambar Truck introduced
 - 1965** Subaru 1000, Japan's first mass-produced front-wheel-drive car, introduced
 - 1969** Yajima Plant commences operations
 - Subaru FF-1 1100 series introduced
 - Subaru R-2 launched
 - 1971** Subaru Leone coupe introduced
 - 1972** Subaru Rex launched
 - Subaru Leone AWD Station Wagon introduced
 - 1973** Resin parts classification markings started, ahead of other Japanese companies
 - 1975** Leone SEEC-T series, which controls the level of exhaust emissions without a catalytic converter, introduced
 - 1977** New Subaru Leone introduced—first car in conformity with Japan's 1978 exhaust emission regulations
 - 1979** New Leone launched
 - 1981** FF Rex Combi introduced
 - 1981** FF Rex Sedan introduced
 - 1982** New model Sambar Try series launched
 - 1983** Oizumi Plant commences operations
 - Domingo introduced
 - 1984** Development of the world's first electro-continuously variable transmission (ECVT) announced
 - Subaru Justy introduced
 - 1985** Subaru Alcyone, a specialty car, introduced
 - 1986** Ta Ching Motors Co., Ltd., a joint venture in Taiwan, established
 - 1987** World's first ECVT introduced in Justy
 - Subaru-Isuzu Automotive Inc. (SIA), a joint venture with Isuzu Motors Ltd., established in the United States
 - 1988** Alliance agreed with Sweden's Volvo for domestic sales of Volvo vehicles
 - 1989** Legacy set new 100,000-kilometer world speed record in Arizona, U.S.A (Average speed: 223.345 km/h)
 - Subaru Legacy, a new global strategic car, introduced
 - Ta Ching Motors commences operations
 - SIA production begun
 - 1990** Full-model change of Sambar series, improvement of Rex series
 - 1991** Subaru SVX introduced
 - 1992** Subaru Vivio launched