



Fuji Heavy Industries Adopts Subaru's Six-Star Emblem as New Corporate Symbol

— New logo aims to increase Subaru brand awareness and reshape corporate values —

Fuji Heavy Industries, Ltd. (FHI), a global manufacturer of transportation and aerospace-related products and the maker of Subaru automobiles, announced its decision to adopt the 6-star ("mutsuraboshi") Subaru automobile emblem design as its new corporate symbol. Effective July 15, 2003, which is the 50th anniversary of the company's founding, FHI introduced its new corporate symbol as well as a new logo design that employs the current SUBARU logo typeface. The company has begun using both the new symbol and logo to further fortify its brand image and awareness on a global basis.

Through the use of the 6-star corporate symbol and logo, FHI plans to project a more cohesive, solidified brand image among various industrial divisions in the FHI group, and to further raise brand awareness globally. In addition, FHI aims to improve its corporate values by capitalizing on the synergy between its automotive and non-automotive businesses. By widespread sharing of a unified corporate logo, synergy will be further enhanced among its automotive, aerospace, industrial, and eco technologies divisions, which share such Subaru traits as high quality, trustworthiness, social responsibility, and environmental friendliness.



...and Inspiration

Disclaimer Regarding Forward-Looking Statements

Statements herein concerning plans and strategies, expectations or projections about the future, FHI's efforts with regard to various management issues, and other statements, except for historical facts, are forward-looking statements. These forward-looking statements are subject to uncertainties that could cause actual results to differ materially from those anticipated. These uncertainties include, but are not limited to, general economic conditions, demand for and prices of FHI's products, FHI's ability to continue to develop and market advanced products, and currency exchange rates.

FHI disclaims any obligation to update any forward-looking statements, whether as a result of new information, future events, or otherwise.

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