



PRESS INFORMATION

The All-New Subaru B9X will Debut at the North American International Auto Show 2005

Tokyo, November 5, 2004 – Fuji Heavy Industries Ltd. (FHI), a global manufacturer of transportation and aerospace-related products and the maker of Subaru automobiles today announced that its U.S. subsidiary, Subaru of America, Inc.*, revealed the name of its all-new crossover utility vehicle, the Subaru B9X, at the 2004 South Florida International Auto Show, which opened today and runs through November 14. Subaru of America also announced that the B9X will make its world premiere at the North American International Auto Show, which will be held from January 9 through January 23, 2005.

The B9X is the first-ever Subaru crossover utility vehicle with seven-passenger seating and is the largest model in the Subaru lineup. It combines sporty, dynamic and present design, with the legendary Subaru Symmetrical All-Wheel Drive system. The new vehicle features outstanding driving performance and comfort, while delivering fun-to-drive handling and maneuverability on rough terrain.

Developed as a strategic Subaru model for the U.S. market, the Subaru B9X will be built at the Subaru of Indiana Automotive (SIA) plant in Lafayette, Indiana, and will be introduced in the U.S. as the 2006 Subaru B9X. It is also scheduled to be marketed in the Canadian and Chile market starting in 2005.

* Subaru of America, Inc. is a wholly-owned subsidiary of FHI. Based in Cherry Hill, New Jersey, the company markets and distributes Subaru vehicles, parts and accessories in the U.S.



Subaru B9X