

Media Information



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SUBARU ALL-WHEEL DRIVE PRODUCTION REACHES 15 MILLION

Milestone achieved in the 44th year of production

Cherry Hill, N.J., Mar 1, 2016 - Subaru of America, Inc. announced today that total production of Subaru All-Wheel Drive (AWD) vehicles from their parent company, Fuji Heavy Industries Ltd. (FHI), reached 15 million units. This milestone was achieved in the 44th year of production of AWD vehicles with the introduction of the Subaru Leone 4WD Estate Van in September 1972.

Since then, Subaru has continuously enhanced its AWD technology and the basic functions of its cars, with the consistent strong aim to make driving safer and more enjoyable.

In 2015, AWD models accounted for 98 percent of Subaru's global sales. Fitted with the horizontally-opposed SUBARU BOXER® engine, all of these models featured Subaru's distinctive symmetrical AWD system.

Subaru Symmetrical All-Wheel Drive offers a combination of superior stability and traction intrinsic to AWD and balanced distribution of weight provided by the symmetrically-laid-out drivetrain with a longitudinally-mounted BOXER engine positioned in line with it. The synergy delivers excellent performance such as stability at high speeds and brisk cornering. The symmetrical AWD system is one of the core technologies that underpins Subaru's commitment to safety and driving pleasure.

Under the "Confidence in Motion" brand statement, Subaru will continue to enhance its engineering excellence and distinctive appeal to offer an "Enjoyment and Peace of Mind" driving experience to customers worldwide.

About Subaru of America, Inc.

Subaru of America, Inc. is a wholly owned subsidiary of Fuji Heavy Industries Ltd. of Japan. Headquartered at a zero-landfill office in Cherry Hill, N.J., the company markets and distributes Subaru vehicles, parts and accessories through a network of more than 620 retailers 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 media.subaru.com.