

Subaru Corporation Donates to Forest Conservation Activities in Bifuka-cho, Hokkaido utilizing the Corporate Hometown Tax System

Tokyo, April 4, 2019 – Subaru Corporation has announced it will make a donation of three million yen to forest conservation activities in Bifuka-cho, Hokkaido*¹ utilizing the corporate hometown tax system, which provides tax incentives to companies supporting regional revitalization.

On February 14, 2019, Subaru signed a three-party partnership agreement on Bifuka-cho's forest environment conservation with the Bifuka-cho municipal government and the Kamikawa General Subprefectural Bureau. Based on this agreement, Subaru will use the corporate hometown tax system to donate three million yen over three years*² to forest conservation efforts such as wetland boardwalk improvements in Matsuyama Marsh*³ through the Hokkaido Government's Matsuyama Marsh Forest Project.

As part of its efforts under the "Subaru Forest Project" launched in 2017,*⁴ Subaru signed an agreement with Bifuka-cho on July 6, 2018 on implementation of forest conservation activities aimed at promoting forest and environmental conservation in the region. The company has started tree-planting, forest-thinning and other conservation programs in a forest of about 115 on its Bifuka Proving Ground site, while planning to expand its efforts into activities linked with Bifuka-cho and other local communities.

With the automotive and aerospace businesses as the pillars of its operation, Subaru declares in its Subaru Environmental Policies that "the earth, the sky and nature are Subaru's fields of business."

We engage in preservation of the fields of our operation – the earth, the sky and nature – in the belief that this is of the utmost importance to ensure the future sustainability of both society and our organization.

■ SUBARU Environmental Policies: https://www.subaru.co.jp/en/csr/environment/010_vision.html

1. In Bifuka-cho, Subaru has the Subaru Test & Development Center Bifuka Proving Ground (established in 1995 and occupying a 361-hectare site).
2. Subaru plans to donate one million yen annually from fiscal 2019 to fiscal 2021, for a total of three million yen.
3. Located within Bifuka-cho, Matsuyama Marsh is Japan's northernmost high-altitude wetland, situated 797 m above sea level. The Ministry of the Environment has designated it as one of Japan's 500 most important wetlands, due to approximately 200 varieties of characteristic plants that grow there, including ferns and mosses.
4. Past news release dated June 20, 2017 - Subaru Launches the "Subaru Forest Project" for Environmental Conservation in Japan: https://www.subaru.co.jp/press/news-en/2017_06_20_4342/



Matsuyama Marsh in Bifuka-cho