

Subaru Holds Technology Briefing

Tokyo, January 20, 2020 – Subaru Corporation today held a press briefing to discuss the future direction of its technology development efforts.

With the automotive industry entering a new era of mobility, Subaru will stay true to its commitment to delivering “Enjoyment and Peace of Mind” to our customers. With a focus on enhancing Subaru’s distinctive strengths, we will further evolve our core technologies of horizontally-opposed “Boxer” engines, all-wheel-drive (AWD) technologies, superior driving performance and safety, EyeSight driver assist system and environmental technologies. Today, the company outlined its specific efforts in technology development to achieve these goals.

President Tomomi Nakamura said: “Even in this once-in-a-century period of profound transformation, Subaru’s strong commitment and dedication towards car-manufacturing that we have cultivated throughout our history remain unchanged. With the aim of making Subaru different from other brands, we will further hone the distinctive qualities that make a Subaru a Subaru, maintaining the unique attributes our customers have come to expect. At the same time, as we work to fulfill our social responsibilities, including the protection of the global environment, we will leverage Subaru’s unique character and technological innovation to contribute to the creation of a carbon-free society.”

At the briefing, Subaru announced the following long-term goals toward achieving a carbon-free society.

- By 2050: Reduce average well-to-wheel*¹ CO₂ emissions from new vehicles (in operation) sold worldwide by 90% or more compared to 2010 levels.*²
- By 2030: Make at least 40% of Subaru global sales electric vehicles (EVs) or hybrid electric vehicles (HEVs).
- By the first half of the 2030s: Apply electrification technologies*³ to all Subaru vehicles*⁴ sold worldwide.

With the automotive and aerospace businesses as the pillars of Subaru’s operations, our fields of business are the earth, the sky, and nature. Preservation of the ecosystem of our planet is of the utmost importance to ensure the future sustainability of both society and our organization, and we work towards this goal in all our business activities. Climate change will have particularly significant impacts on societies and economies, and we regard addressing this problem as a pressing issue. Aside from the CO₂ emissions reduction goals for vehicles announced today, we are advancing our environmental initiatives in the aim of reducing direct CO₂ emissions (Scope 1 and 2) from Subaru Group factories, offices, etc. to 30% below FYE2017 levels (based on total amount) by FYE2031.*⁵ Subaru is advancing toward its goals to address climate change and protect the global environment through its overall business activities from development, purchasing, and manufacturing to logistics, sales, use, and recycling.

*1. Well-to-wheel CO₂ emissions include all emissions from energy production through vehicle operation. In the case of electrified vehicles, emissions from primary energy sources used for electricity production are included.

*2. CO₂ emissions on the total volume basis. Emissions from vehicle operation calculated from official fuel economy figures. Changes in total sales volume due to market environment changes are taken into account, but not variations in driving distance.

*3. Powertrain technologies which increase the use of electric power (e.g. EVs, HEVs).

*4. Excludes OEM vehicles supplied by other manufacturers.

*5. https://www.subaru.co.jp/en/csr/continuous/environment/020_manegement.html