

Social Contribution

Social Contribution Policy

Gratitude for the Local Communities

SUBARU Group has focused on CSR activities with environmental, traffic safety and social contribution activities. We have established the Social Contribution Policy to promote social contribution activities more actively.

Social Contribution Policy

- We will contribute to the development of science and technology and automobile culture and to the diffusion of road safety.
- We will contribute to the fostering of human resources who understand the pleasure, importance and preciousness of creative manufacturing.
- We will contribute to the development of the communities we operate in.
- We will support each other in contributing to society as good citizens.

Support for Recovery from the Great East Japan Earthquake

Major Supports for Recovery

General-purpose engines produced by the Industrial Products Company have a high reputation as a reliable power source under a range of demanding usage conditions. Thus, our engines are utilized for disaster recovery across the world.

Immediately after the Great East Japan Earthquake, we determined to offer the largest scale of donation in our history. Despite the severely damaged transportation conditions, we distributed the engines utilizing our own transportation networks to the head offices of SUBARU car dealerships in the three disaster-affected prefectures, who then passed them over to the NPOs working in the respective areas. The engines were used for lighting and water purification in the areas where lifelines were completely shut down. These engines remain installed in community halls and other public facilities for use in future power cuts.

We would like to give special thanks to all those who offered donations, not only from FHI Group companies, but also from dealerships inside and outside Japan. These donations have been forwarded to charities such as the Japan Red Cross Society to assist in the disaster recovery.

Recruitment Support in Ishinomaki City, Miyagi Prefecture

One of our major plants is located in Ota City in Gunma Prefecture. After the Great East Japan Earthquake, the Junior Chamber International (JCI) organizations in Ota and Kiryu in Gunma were supporting JCI Ishinomaki in disaster-affected Miyagi Prefecture. In response to a request from the Ota and Kiryu JCIs, FHI together, with Ota City, offered temporary working opportunities to evacuated people.

Ota City offered 100 private let-properties within the city at no charge for two years, and we offered temporary jobs manufacturing SUBARU cars.



Power generators and other goods to be delivered



SAMBARs lent out free of charge



Support goods to be delivered



Six garbage collection vehicles ready for dispatch

We also offered 10 SUBARU SAMBARs that had been used as company cars, and other support goods. The cars and goods were delivered by Gunma Manufacturing Division employees to the disaster-affected area.

Development of Automobile Culture and Road Safety

Traffic Safety Campaign

We believe that one of the responsibilities of a vehicle manufacturer is to address traffic safety and are engaged in various activities in our practical approach to traffic safety in local communities.

Each of our business sites cooperates with the police and the Safe Driving Supervisor Association and hosts driving training sessions, such as that for young drivers in local communities and a safe motorbike driving demonstration by police motorcyclists. We raise awareness of traffic safety and road accident prevention through events such as offering traffic safety guidance services in the school zones around the business sites.

As a member of the traffic society we actively promote awareness among employees by providing accident prevention meetings before holiday seasons and other occasions.



Traffic safety support near schools



Young driver training

SUBARU Visitor Center

The SUBARU Visitor Center opened on July 15, 2003. This facility introduces SUBARU's past models, models that set world records, SUBARU efforts to develop unique technologies and approaches to the environment. In FY2012, 67,494 people came to see the facilities. (In 2011, the Center was closed from April to September because of the Great Earthquake Disaster.)



SUBARU Visitor Center

For a Plant Tour application (10 to 200 people) and detailed information on the Visitor Center, please refer to the link below.
<http://www.subaru.jp/about/showroom/vc/index.html>
 (Japanese only)

Feature Article 2 Subaru's efforts to support the next-generation development and career education ▶ Page 17

Creative Design and Manufacturing, Fostering Human Resources

Accepting Students' Company Visits

Our head office accepts approximately 10 company visits per year by junior and senior high school students as a part of their school excursion to Tokyo, in the hope that the visit will help the students' in their social studies and give them some inspiration for their future career. In the visit, we explain SUBARU's business processes, from development and production, to sales, and the range of tasks handled by the Management Department. We hope this provides a good insight into the entire life story of a car to its eventual owner and the people and work involved in this journey.

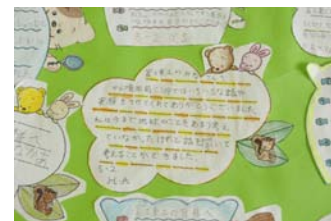
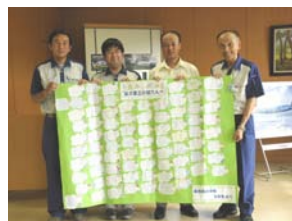
In each visit we always receive a number of questions from the students, such as why we chose to work for FHI and about the fulfillment that we find in our jobs. Recently, we find that more and more students are interested in the work-life balance and active promotion of female workers.



Students on the company tour

Utsunomiya Manufacturing Division Offers Visiting Environmental Lessons

Utsunomiya Manufacturing Division offers visiting environmental lessons to local elementary schools to deepen pupils' understanding of the environment. The lesson is targeted at grade 5 pupils in the elementary school, and our employees visit the class as teachers to talk about global warming and other environmental issues through experiments and talks. In FY2012, 46 classes for 1,432 pupils were held, making a total of 183 classes delivered to 5,548 pupils since the start of the lessons in 2006. The lessons are now well routed in the community and we have received numerous letters of thanks from the children.



Messages from the children

Social Contribution in the Local Area

SUBARU Community Exchange Association

SUBARU Community Exchange Association is an organization which consists of our Gunma Manufacturing Division and its business associates with the purpose of promoting communication with Ota City and local residents to make the community a better place to live through local development.

FY2012 Major Activities

- At "Flower-full Activity," flower saplings were distributed [June, September, December]
- Charity Concert [September, December]
- Charity and Friendship Golf Competition [November]
- Rakugo and Lecture of Local Rakugo Storyteller [March]

Charity Concert

At the "Friendship Concert" sponsored by the SUBARU Community Exchange Association, customers bring in towels, soaps and other daily necessities for donations to the Welfare Council in the region.



For details, please access the website of the SUBARU Community Exchange Association. Ichitan Co., Ltd., Kiryu Industrial Co., Ltd. and Subaru Logistics Co., Ltd. are the member of the Association.

<http://www.chiiki-kouryuukai.com/> (Japanese only)

Support of Volunteer Activities

Awarding Volunteer Activities

The social contribution policy sets forth clearly the participation of each employee in social action programs as a citizen. The policy is intended to make employees conscious of the need for their proactive social contributions so that a culture to do something for society remains firmly rooted company-wide. As a specific example, an award system to honor employees who are active in volunteer activities using their own time was established in 2006. The 7th award ceremony was held in June 2012 and 3 employees were honored with the volunteer award.

We introduced a volunteer leave system in the last fiscal year to enable employees to proactively participate in ac-

Local Area Cleaning

Saitama Manufacturing Division conducts a monthly cleaning scheme called "Shiny Kitamoto Cleaning Program" to sweep and tidy the area around the plant. Many employees participated in the cleaning each month (except the period of severe heat) in FY2012. We aim to continue our contributions to clean community near our business sites.



Shiny Kitamoto Cleaning Program

Support for Cultural Activities

FHI offered six SUBARU cars for the Kusatsu International Summer Music Academy & Festival held between 17 and 30 August, 2011, to be used by music lecturers, students, and staff members.

The festival is held each August to provide an opportunity for young musicians to receive lessons from internationally acclaimed players. Concerts by these musicians were also held. FHI will continue to support cultural activities such as this into the future.



Offered SUBARU cars

tivities to support people in the areas affected by the Great East Japan Earthquake. In our 7th Volunteer Awards, the Earthquake Disaster Award was specially set up and 14 employees who helped people in disaster-affected areas were each honored with a medal of appreciation.



7th Volunteer Awards

Overseas Approaches

Efforts by Subaru of America Inc. (SOA)

Towards Solving Local Hunger

SOA is working to alleviate the food insecurity suffered by some in the U.S. through several food supply projects. In 2011, we donated 142.5 tons of food and fresh produce through various hunger initiatives, such as Subaru Drive Out Hunger, and Subaru Share-the-Love Gardens, conducted in Colorado and New Jersey.



SOA employees help load food donations collected from our employees

Supporting Educational Programs

SOA offers support for many educational programs, with a particular focus on early literacy acquisition among children. The Children's Literacy Initiative, one of the programs we support, collaborates with teachers and schools to encourage children to engage in study and reading. In another program, Reading is Fundamental, we help provide children's books and promote reading habits at home.



Children's Literacy Initiative

Efforts by Subaru Canada, Inc. (SCI)

SCI Joins Dragon Boat Race Again

Two teams comprising SCI employees participated in the Mississauga Dragon Boat Festival, which is held to raise public awareness of breast cancer and raise money for charities.

In the 8th race in 2011, the final stage was competed by the two SCI teams, with Team No. 2 finishing first and No. 1 second. A total of 50,000 Canadian dollars was donated by all the participating teams to the Betty Wallace Women's Health Centre in Canada.



SCI teams competing in the final race

Sponsoring the Japan Exhibition at the Canadian Museum of Civilization

SCI sponsored an exhibition called "Japan: Tradition. Innovation." held at the Canadian Museum of Civilization from May 20 to October 10, 2011. The exhibition covered the history of Japanese culture—known for the craftsmanship and technology that has influenced the world—with the SUBARU 360 on display as one of the main features to entertain visitors. The exhibition was enjoyed by around 1.2 million people. For added exposure, 12 hotels in the Ottawa-Hull area issued 10,000 room keys printed with the name of the exhibition.



SUBARU 360 displayed in the exhibition

Efforts by Subaru of Indiana Automotive, Inc. (SIA)

Recycling Promotion

SIA has been promoting the Students and Teachers Achieving Recycling Success (S.T.A.R.S.) *1 program over the last six years to spread environmental stewardship through the local school districts. This year, SIA conducted a contest designed to reduce a school's ecological footprint, with awards of \$1,000 for elementary schools, \$2,000 for middle schools, and \$3,000 for high schools.

*1 S.T.A.R.S. : Students and Teachers Achieving Recycling Success



Students learning about recycling

Medical Services for Employees

SIA opened a Health & Wellness Center in July 2011 to offer healthcare services to employees and their family members. The Center is staffed and managed by an independent organization, We Care, TLC, which provides a primary care physician, licensed nurse practitioners, and registered nurses.



Opening Ceremony

Efforts by Subaru Research & Development, Inc. (SRD)

Invitation to a Factory Tour

On December 16, 2011, SRD invited a group of students from 4 to 16 years old from the True Life Educational Home School and their parents (40 participants in total) on a factory tour.



Students and parents enjoying the tour

Rice Cake Making Festival

On January 7, 2012, SRD co-sponsored and participated in the Mochitsuki (rice cake making) Festival with the Japanese Student Association. We enjoyed making rice cakes with people from the local community and also donated 500 USD to the festival.



Employees helping in the rice cake making