

Subaru Sponsors the 50th All Japan Life Saving Championships as an Official Partner of the Japan Lifesaving Association

Tokyo, October 4, 2024 – Subaru Corporation is pleased to announce its sponsorship of the “50th All Japan Life Saving Championships,” hosted by Japan Lifesaving Association (JLA; Headquarters: Minato-ku, Tokyo; President: Takuya Iritani). The championships will be held in Fujisawa City, Kanagawa Prefecture.



Based on the philosophy of the "Cherishing Every Life Project"^{*1}, Subaru is proud to sponsor the "50th All Japan Lifesaving Championships" to raise awareness among the general public and help them better understand the high-level skills, teamwork, and activities of lifeguards. Organized by the JLA, this national competition showcases the dedication and teamwork honed by lifeguards through their daily training, and this year marks the event's 50th anniversary. Additionally, Subaru will host a booth at the "Fujisawa LIFE FEST," which will be held concurrently with the championships, featuring a display of the Lifesaver Cars^{*2} provided by Subaru, along with exhibits highlighting Subaru's collaboration with JLA's initiatives to achieve "Zero Water Accidents" and its efforts through the "Cherishing Every Life Project."

Event Name: 50th All Japan Lifesaving Championships

Dates: Oct.12 (Sat) – Oct.14 (Mon), 2024

Location: Katase Nishihama Beach (Fujisawa City, Kanagawa Prefecture)

To achieve the goal of “Delivering Happiness to All,” the Subaru Group is promoting sustainability on a Group-wide, global basis under its Subaru Global Sustainability Policy.

Subaru will continue to pursue sustainable growth as a truly global company, while helping to create a more enjoyable and sustainable society.

*1. Cherishing Every Life Project - Together with authorized dealerships, Subaru is working to expand the circle of empathy and harmony by contributing to society through the Cherishing Every Life Project. With aircraft manufacturing in its DNA, Subaru practices “people-centered monozukuri,” placing the highest priority on safety and protecting lives. This project seeks to build on the company's philosophy through initiatives that engage customers and local communities.

- Cherishing Every Life Project (Japanese only)

<https://www.subaru.jp/project/hitotsunoinochi/>

- Subaru Group Sustainability & CSR

<https://www.subaru.co.jp/en/csr/>

*2. Subaru Lifesaver Cars - As an official partner of JLA's "Zero Water Accidents" initiative, Subaru provides Lifesaver Cars through its authorized dealerships nationwide to support lifeguard patrol and rescue activities. Launched in 2020, this initiative is now in its fifth year, with Subaru having supplied a total of 35 vehicles, including Forester and other models. "Subaru On-Tube" features short videos showcasing the Cherishing Every Life Project, Lifesaver Cars, and the stories of lifesavers:

- Subaru's Passion for Lifesaver Cars (Japanese only)

<https://www.youtube.com/watch?v=sfPYZDxNxrQ>

- About Subaru Lifesaver Cars (Japanese only)

<https://www.youtube.com/watch?v=75dB4FOHMis>

- Subaru Provides Vehicles and Other Support as an Official Partner of the Japan Lifesaving Association (July 25, 2024)

https://www.subaru.co.jp/news-en/2024_07_25_150306/

Reference:

- Japan Lifesaving Association website

<https://jla-lifesaving.or.jp/en/>

- 50th All Japan Lifesaving Championships (Japanese only)

<https://ls.jla-lifesaving.or.jp/lifesaving-sports/alljapan-lifesaving-championships/>

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