

Subaru Corporation Announces Organizational Changes (Effective April 1, 2025)

Tokyo, March 24, 2025 – Subaru Corporation announces the following organizational changes effective April 1, 2025.

Organizational Changes

IT Strategy Division

Effective April 1, 2025
DX Promotion Office
(Functions transferred to the IT System Infrastructure Dept.)

Previous
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Engineering IT System Infrastructure Dept.

■ Automotive Business Unit

Overseas Sales & Marketing Division

Effective April 1, 2025
Overseas Sales & Marketing Div.
North America Business Dept.
China Business Dept.
Regional Sales & Marketing Dept.
Overseas Business Planning Dept.
Overseas Marketing Dept.

Previous
Overseas Sales & Marketing Div.1
North America Sales & Marketing Dept.
North America Business Planning Dept.
Overseas Sales & Marketing Div.2
Pacific, LATAM, CIS, Middle East & Africa Sales Dept.
Asia Business Dept.
China Business Dept.
Europe Business Dept.
Overseas Business Planning Dept.
Overseas Distribution & Administration Dept.

Customer First Innovation Division

Effective April 1, 2025
Customer First Innovation Div.
General Administration Dept.
IT Digital Strategy Dept.
Quality Planning & Management Dept.
Quality Assurance Dept.
Vehicle Inspection Dept.
Customer and Quality Support Dept.
Subaru Academy
Service Dept.
Aftersales Planning Dept.
Aftersales Dept.
Parts Supply Chain Management Dept.
Parts Logistics Dept.

Previous
Customer Service Div.
Service Planning & Management Dept.
Service Innovation Dept.
Service Support Dept.
Technical Service Dept.
Domestic Service Dept.
Overseas Service Dept.
Subaru Academy
Customer Support Dept.
Parts & Accessories Div.
Parts Sales Planning Dept.
Accessories Planning Dept.
Parts & Accessories Logistics Dept.
Domestic Parts Sales Dept.
Overseas Parts Sales Dept.

Quality Assurance Div.
Quality Assurance Administration Dept. Quality Planning & Management Dept. Customer Quality Dept. Quality Assurance Dept. Vehicle Inspection Dept.

Logistics Division

Effective April 1, 2025
Logistics Div.
Logistics Planning & Control Dept. Production Parts Logistics Dept. Vehicles Logistics Dept.

Previous
(Functions related to logistics of the Monozukuri Div., Japan Sales & Marketing Div., and Overseas Sales & Marketing Div.2)

Engineering Division

Effective April 1, 2025
Body Unit Design Dept.
Cost Development Dept.*1

Previous
Body Design Dept. Interior & Exterior Design Dept. BEV Cost Management Dept.

Monozukuri Division

Effective April 1, 2025
Development Prototype Dept.
Powertrain Manufacturing Engineering Dept.
Trim and Final Assembly Engineering Dept.
Molding, Paint and Material Engineering Dept.
(Functions transferred to the Logistics Div.)

Previous
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Electrified Vehicle Manufacturing Engineering Dept.
Logistics Management Dept.

■ Aerospace Company

Effective April 1, 2025
General Administration & Human Resources Dept.*1

Previous
General Administration Dept.

*1: Renamed

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