

## Subaru Provides the All-Electric Vehicle “Solterra” to the Yakushima Environmental and Cultural Foundation - Protecting “Natural Life” through the “Cherishing Every Life Project”-

Tokyo, March 27, 2025 – Subaru Corporation provided its battery electric vehicle (BEV) Solterra on March 23, 2025, to support the activities of the Yakushima Environmental and Cultural Foundation (located in Yakushima Town, Kumage-gun, Kagoshima Prefecture), a partner in the “Cherishing Every Life Project”<sup>\*1</sup>.



Vehicle handover ceremony (Yakushima Environmental and Cultural Village Center)



Vehicle provided: Solterra

The Yakushima Environmental and Cultural Foundation has been working for many years to protect the “Natural Life” of Yakushima, a World Natural Heritage site, and to create a sustainable community where nature and people can coexist. Subaru sympathized with this philosophy and provided its first global BEV Solterra, with the Kyushu area Subaru Group<sup>\*2</sup> to support the foundation's environmental conservation activities and the efforts of Yakushima to realize a decarbonized society.

The vehicle provided is used in activities to protect the forests and wildlife of Yakushima, as well as in environmental education programs that convey the island's World Natural Heritage value to local residents and children. The vehicle features special wrap designs inspired by Yakushima. The design highlights the highest mountain in the Kyushu region, Miyanoura-dake, which rises up in Yakushima, the endemic Yakushima macaque and Yakushima deer that live there, and the sea turtles that come ashore to lay their eggs, giving expression to the unique character of Yakushima. In addition, it is also expected to be used as a power supply vehicle in emergencies.

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.

<sup>\*1</sup>: A project undertaken by Subaru and its dealerships to expand the circle of Resonance and Coexistence through contributions to society. In this project, with its DNA as an aircraft manufacturer, Subaru continues to practice a human-oriented approach to

manufacturing (Monozukuri), where it places top priority on safety. Based on its longstanding core value of the protection of life, we are expanding our initiatives alongside customers and local communities.

– Cherishing Every Life Project (Japanese only)

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

\*2: A group of six dealerships in the Kyushu and Okinawa regions that sell new and used Subaru cars, provide after-sales service, etc.:  
Fukuoka Subaru Inc., Nishi Kyushu Subaru Inc., Oita Subaru Inc., Minami Kyushu Subaru Inc., Okinawa Subaru Inc.

<https://www.kyushu-subaru.jp/>

- The Yakushima Environmental and Cultural Foundation website

<https://www.yakushima.or.jp/en/>

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