

## WORLD PREMIER OF SUBARU VIZIV ADRENALINE CONCEPT

— First Concept Model Designed Under “BOLDER” Design Concept,  
The Evolved Form of “Dynamic x Solid” Design Identity—

Tokyo, March 5, 2019 – Subaru Corporation today unveiled the Subaru VIZIV Adrenaline Concept\*1 at the 89th Geneva International Motor Show.



SUBARU VIZIV ADRENALINE CONCEPT

Subaru in 2014 created its common design philosophy “Dynamic x Solid,” which expressed the brand’s core value “Enjoyment and Peace of Mind.” In the new mid-term management vision “STEP,” which Subaru announced in July 2018, it indicated that the brand is evolving the “Dynamic x Solid” design identity to reflect bolder expression under the new design concept “BOLDER.” Through the new “BOLDER” design philosophy, Subaru aims to broaden the brand’s outlook, define the characteristics of Subaru vehicles more prominently, and create more enjoyment for all passengers.

The “Subaru VIZIV Adrenaline Concept” is the first concept vehicle designed under the new “BOLDER” design philosophy. The body shape of the VIZIV ADRENALINE exhibits dynamic and strong feel. It features a unique roof design, which reinforces the body structure, as well as body protectors. The white accents going through the wheels to rugged all-terrain tires emphasize the feel like outdoor gears. These elements express the toughness and agility of the VIZIV ADRENALINE CONCEPT.

Combining utility that supports active lifestyles with off-road driving capability that delivers enjoyment to go anywhere, the VIZIV Adrenaline Concept stimulates the driver’s mind, encouraging them to “drive freely in mother nature.”

Subaru will continue to evolve its distinctiveness of developing and designing vehicles that deliver the brand’s core value “Enjoyment and Peace of Mind.”

\*1: The name VIZIV has been coined from the phrase “Vision for Innovation”

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