

Subaru Europe First to Join MUFG's EU Green Deposit Initiative

Zaventem, 06 October 2026 - Subaru Europe N.V./S.A. today announced that it has become the first client, to place funds through MUFG Bank (Europe) N.V.'s new Green Deposit offering in the European Union, marking another step in Subaru's commitment to integrating sustainability into its business activities.

The initiative comes at an important moment for Subaru in Europe, as the company accelerates the deployment of a new generation of fully electric vehicles across the European market and continues to build a growing community of EV customers.

Through the initiative, Subaru Europe's funds will be placed within MUFG's Green Deposit framework, supporting the financing of projects and activities with positive environmental impact.

The framework covers a broad range of eligible sustainable activities, including renewable energy, energy efficiency, clean transportation, biodiversity, sustainable management of land use and natural resources, sustainable water and wastewater management, green buildings, eco-efficient and circular-economy products, technologies and processes, and climate-change adaptation initiatives.

Echoing a [recent statement](#), by Subaru Europe Vice President Keigo Ino, David Dello Stritto, Subaru Europe General Manager Marketing & PR, commented: "Subaru's global ambition is to be more than a car company. This means taking responsibility for the world in which our customers live. As we enter a new chapter with our growing range of fully electric vehicles in Europe, participating in MUFG's Green Deposit initiative is a natural extension of this commitment. As the first client to place funds through MUFG's Green Deposit initiative in the EU, we are pleased to support a scheme that contributes to environmental projects while giving our growing EV community another meaningful way to connect with the values they share with Subaru. This is 'Driven by What You Love' in action – turning our commitment into something that creates value beyond the vehicle itself."

For Subaru, sustainability is not limited to reducing emissions from its products. The company's approach encompasses the wider impact of its activities and its ambition to contribute positively to society and the environment. Subaru's business spans the earth, the sky and nature – from automotive mobility to aerospace and environmental initiatives. The Green Deposit initiative therefore provides Subaru Europe with an opportunity to connect its electrification strategy, financial activities and broader sustainability commitment within one coherent approach.

As Subaru's European EV customer base grows, the company is creating meaningful ways to contribute to the world around us. It is "Driven by What You Love" in action – extending the Subaru ownership experience beyond the vehicle to support individuals, society and a more sustainable future.

Note to Editors:

For more information, please send enquiries to: press@subaru.eu

About Subaru Europe NV/SA

Subaru Europe N.V./S.A. is the European headquarters of SUBARU CORPORATION, the Japanese manufacturer renowned for its Symmetrical All-Wheel Drive, BOXER engine technology and commitment to safety. Subaru's European product range is entering a new era of electrification, with a growing portfolio of fully electric vehicles alongside its established range of e-BOXER hybrid-powered all-wheel-drive models.

Subaru's European brand philosophy rests on four pillars – Safe, Fun, Tough and Kind, with Kind representing the intentional application of these principles for the benefit of others, turning Subaru's strength into actions that protects people and the world they live in.

About MUFG

Mitsubishi UFJ Financial Group, Inc. (MUFG) is one of the world's leading financial groups. Headquartered in Tokyo and with over 360 years of history, MUFG has a global network with approximately 2,000 locations in more than 40 countries. The Group has about 120,000 employees and offers services including commercial banking, trust banking, securities, credit cards, consumer finance, asset management, and leasing. MUFG's shares trade on the Tokyo, Nagoya, and New York stock exchanges. [MUFG; MUFG Bank; Japan's largest bank.](#)