

Subaru Achieves Global Sales of 5 Million EyeSight-equipped Vehicles



Brussels, August 31, 2022 – Subaru Corporation today announced that cumulative global sales of Subaru vehicles equipped with its EyeSight driver assist system surpassed five million units in June this year. The milestone was accomplished after 14 years and one month since the system was first introduced in Japan in May 2008.

EyeSight achieved a world first in using solely stereo camera technology to provide driver assist features such as adaptive cruise control and pre-collision braking that detects not only cars, but also pedestrians, cyclists, and motorcyclists in the vehicle's path.

EyeSight-equipped models currently account for 91%^{*1} of Subaru's global sales.

In Europe, over 145,000 units EyeSight-equipped vehicles were sold since the technology was launched in 2014.

With the superior recognition capabilities of its stereo camera technology, EyeSight has constantly been awarded top ratings by independent agencies around the world and has contributed to strengthening Subaru's preventive safety performance over the years.

A study by Subaru based on data from Japan's Institute for Traffic Accident Research and Data Analysis (ITARDA) has revealed the accident rate of EyeSight-equipped vehicles is as low as 0.06% in Japan^{*2} while a study conducted by Insurance Institute for Highway Safety (IIHS) has found the system reduces rear-end crashes with injuries by up to 85% in the U.S.^{*3}

Subaru Europe conducted an internal survey when 95% of the customers interviewed declared they felt safer driving an EyeSight-equipped vehicle, 35% reported that the system avoided at least one accident, and 87% of customers shared that it was a key purchase reason.^{*4}

Thanks to EyeSight Driver Assist Technology, the latest generation of Subaru's prevention collision system, the Subaru Outback achieved highest score of 95% in Safety Assist performance across all vehicle classes ^{*5} in the Euro NCAP^{*6} Safety Test for 2020-2021, and the best result ever achieved by a Subaru vehicle in Safety Assist crash tests.

For over 30 years since launching vehicle-mounted stereo camera development in 1989, Subaru has continually enhanced its stereo camera technology, the core component of EyeSight.

The latest generation EyeSight comes equipped with a redesigned stereo camera that features a much wider

viewing angle, and combined with improved image recognition and processing software, it offers enhanced driver assist functions in a wider range of situations.

Subaru also introduced the EyeSight X advanced driver assist system in Japan. Featuring the new stereo camera combined with four radars located in front and rear bumpers, a newly-developed high-definition map and vehicle locator, and other advanced technologies, EyeSight X offers extended functions such as lane change assist, speed control before entering a curve, and hands-off driving assist in traffic congestion, ensuring a safer and more comfortable driving experience on Japanese highways.

In 2020, Subaru opened Subaru Lab, an AI development base, in Tokyo's Shibuya area, where it is conducting research and development to integrate AI judgment capabilities into the stereo camera technology of EyeSight, with the goal of further enhancing vehicle safety.

Subaru will continue to refine primary, active, preventive, passive, and connected safety technologies that underpin its All-Around Safety philosophy, in order to provide "Enjoyment and Peace of Mind" to its customers around the world.

*1 Based on 2021 global sales. Excludes OEM-supplied vehicles.

*2 Calculated by Subaru based on the number of Subaru vehicles equipped with EyeSight(ver.3) sold from 2014 through 2018 (456,944 units) and ITARDA data (259 rear-end crashes).

*3 Based on IIHS reporting data as of January 2017 from MY2013-2015 Subaru models equipped with EyeSight through 2014 in the U.S.

*4 Based on an internal survey carried out across Europe on 3,440 owners of cars equipped with EyeSight.

*5 Subaru Outback Safety Assist score: 95% of latest Euro NCAP assessment Protocol (2020-2022) according to the latest applicable Safety Assist test.

*6 An independent agency composed of European governments and European motoring and consumer Organizations.

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