

**FOR IMMEDIATE RELEASE**

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**Panasonic to Supply Nickel Metal Hydride Battery Systems for  
Subaru's First Hybrid Electric Vehicle**

**Osaka, Japan** - Panasonic Corporation today announced that it will supply nickel metal hydride (Ni-MH) battery systems for Fuji Heavy Industries Ltd.'s first-ever hybrid electric vehicle (HEV). The Subaru XV Crosstrek Hybrid designed for sale in the U.S. will be unveiled at the 2013 New York International Auto Show (Press Days: March 27 and 28; Public Days: March 29 through April 7, 2013). The car will go on sale in the U.S. in autumn this year.

With a rising environmental consciousness, demand for rechargeable batteries for eco-friendly vehicles is expected to grow rapidly. Panasonic is building up its battery business to meet such demand. The company is already supplying Ni-MH battery cells and systems for hybrid electric vehicles to a growing number of automotive manufacturers around the world, as well as lithium-ion battery cells and systems for hybrids, plug-in hybrids and electric vehicles.

Panasonic started developing Ni-MH battery cells for HEVs in 1997 and has been mass producing them since 2004. Panasonic's Ni-MH battery cells are durable and able to maintain a high charging/discharging capacity over an extended period of time, thanks to the company's unique battery manufacturing technologies, including polar plate sintering technology<sup>\*1</sup>. Panasonic also has many years of experience in building battery systems, such as those incorporating battery cells with a control unit that optimizes the performance of each battery cell.

Recognizing the performance of Panasonic's battery cells and systems as well as its good track record in the market, Fuji Heavy Industries has selected Panasonic as the battery system supplier for the first HEV model of the Subaru brand.

Panasonic will continue to accelerate the development and commercialization of high performance battery cells and systems to expand its eco-car battery business on a global scale.

\*1 Technology involving firing of metal nickel powder at high temperatures for manufacturing rigid, porous nickel substrate.



Fuji Heavy Industries' Subaru XV  
Crosstrek Hybrid



Panasonic Ni-MH battery cell for  
automobiles

### **About Panasonic**

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products in three business fields, consumer, components & devices, and solutions. Based in Osaka, Japan, the company recorded consolidated net sales of 7.85 trillion yen for the year ended March 31, 2012. Panasonic's stock is listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) Stock Exchanges. The company has the vision of becoming the No. 1 Green Innovation Company in the Electronics Industry by the 100th year of its founding in 2018. For more information on Panasonic, its brand and commitment to sustainability, visit the company's website at <http://panasonic.net/>.

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